Board of Trade Journal Supplement

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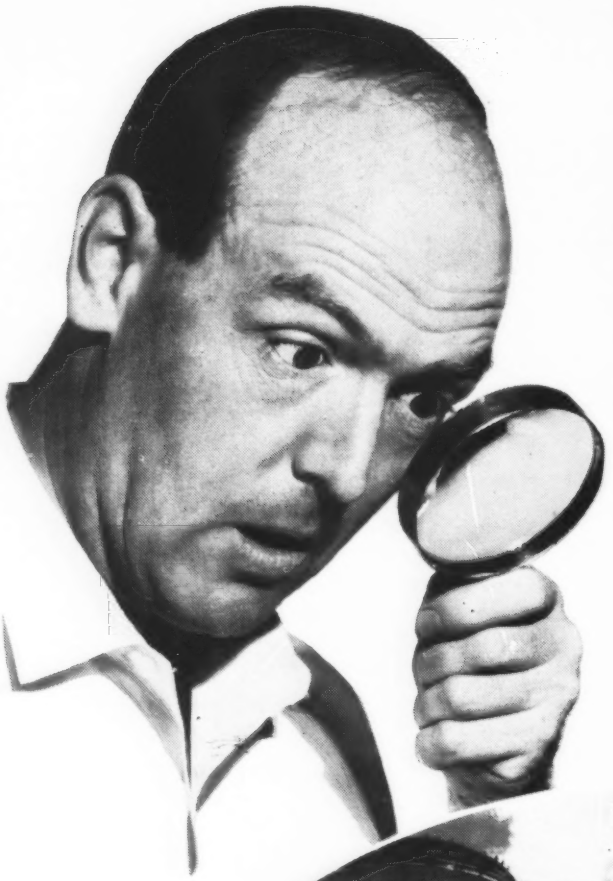

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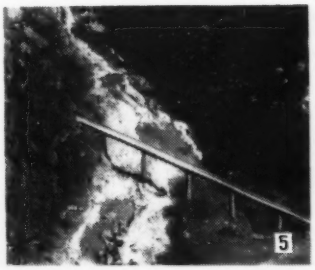
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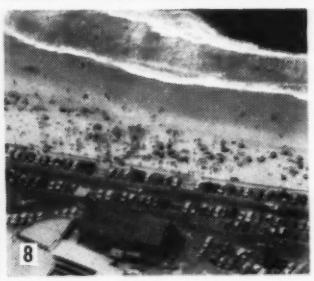
1. Anzac Square, Brisbane
2. live coral and marine life
3. mountain splendour
4. romantic tropic isles
5. breathtaking gorges
6. all-year-round beach scene
7. Brisbane City Hall
8. surfing beach from the air
9. Barrier Reef island beach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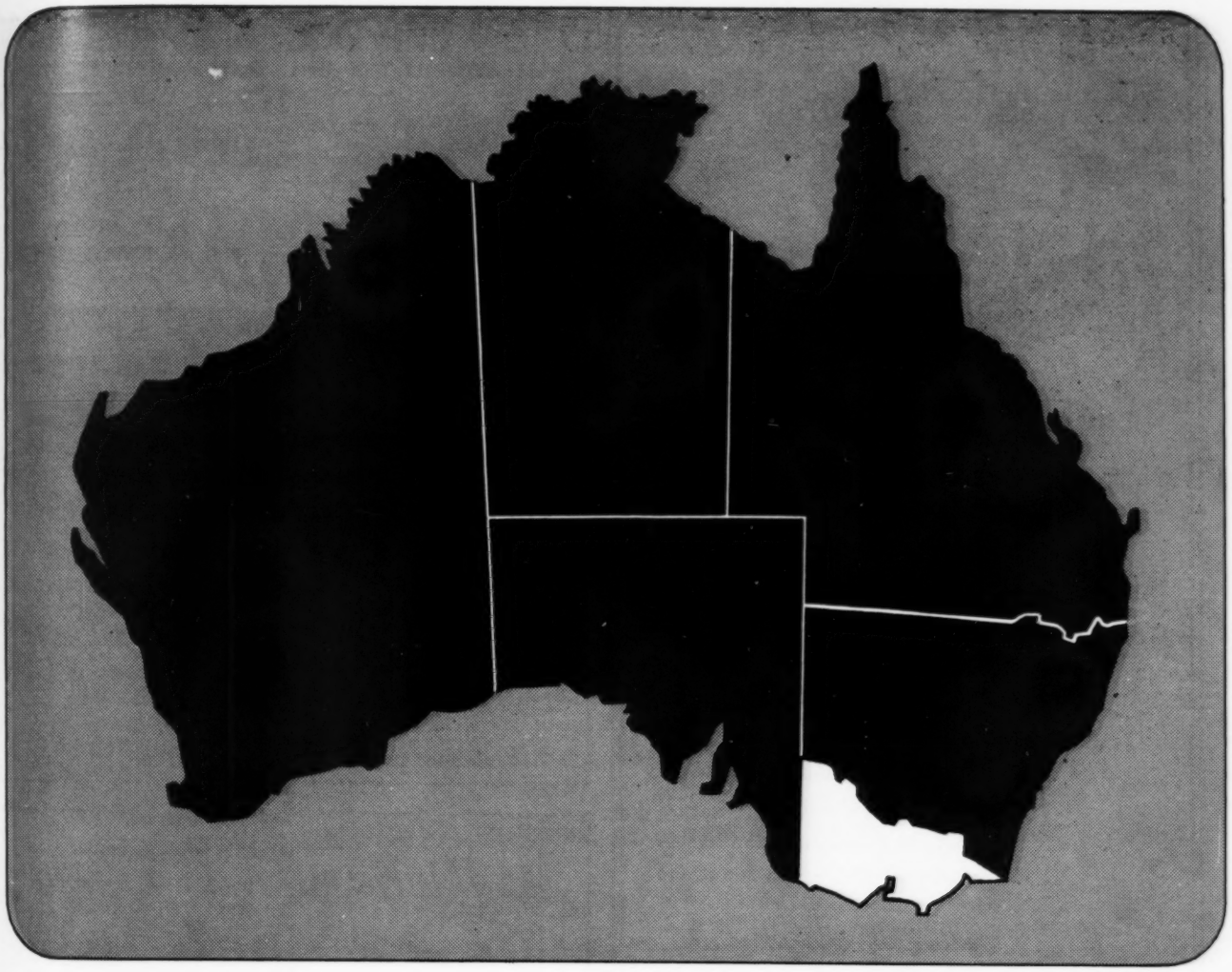

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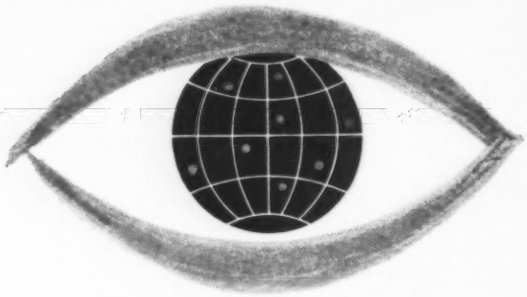

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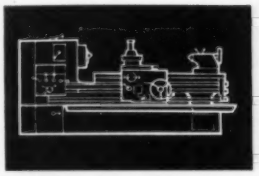

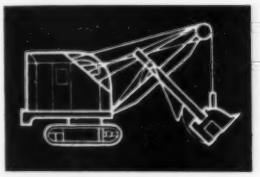

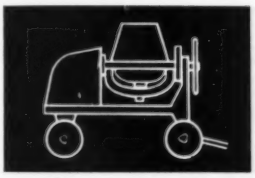

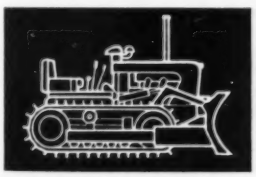

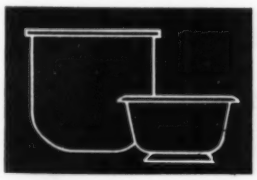

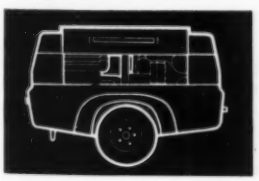

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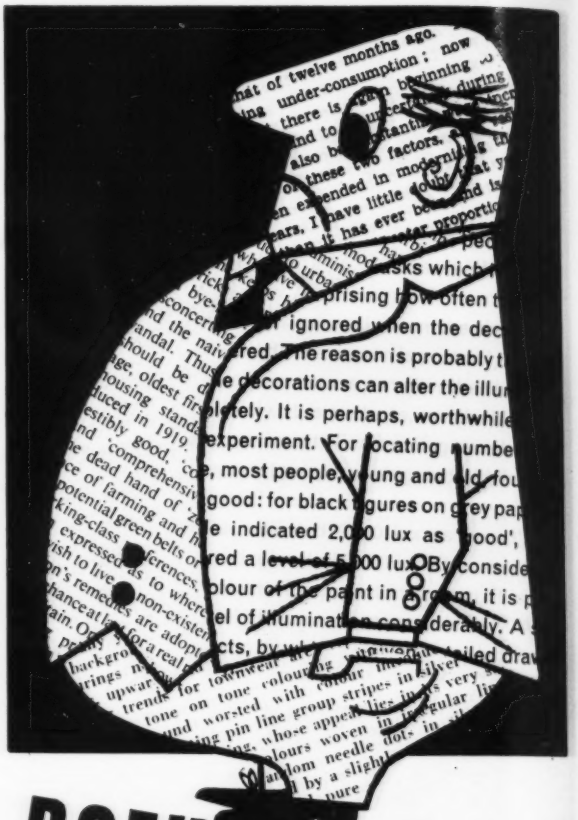

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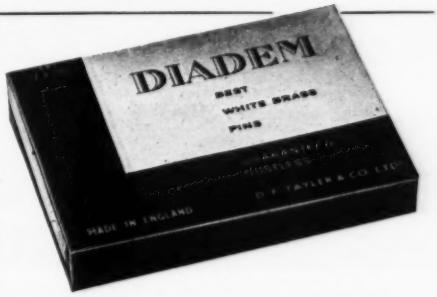

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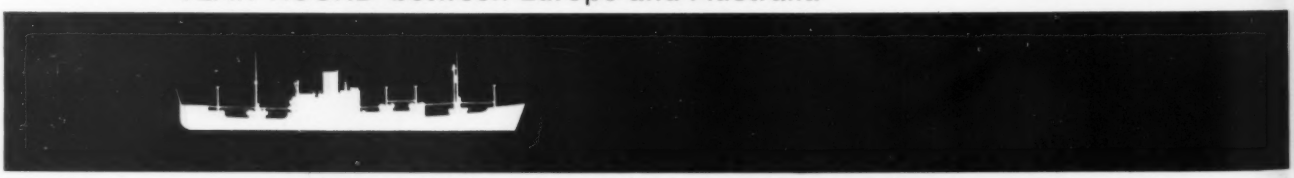

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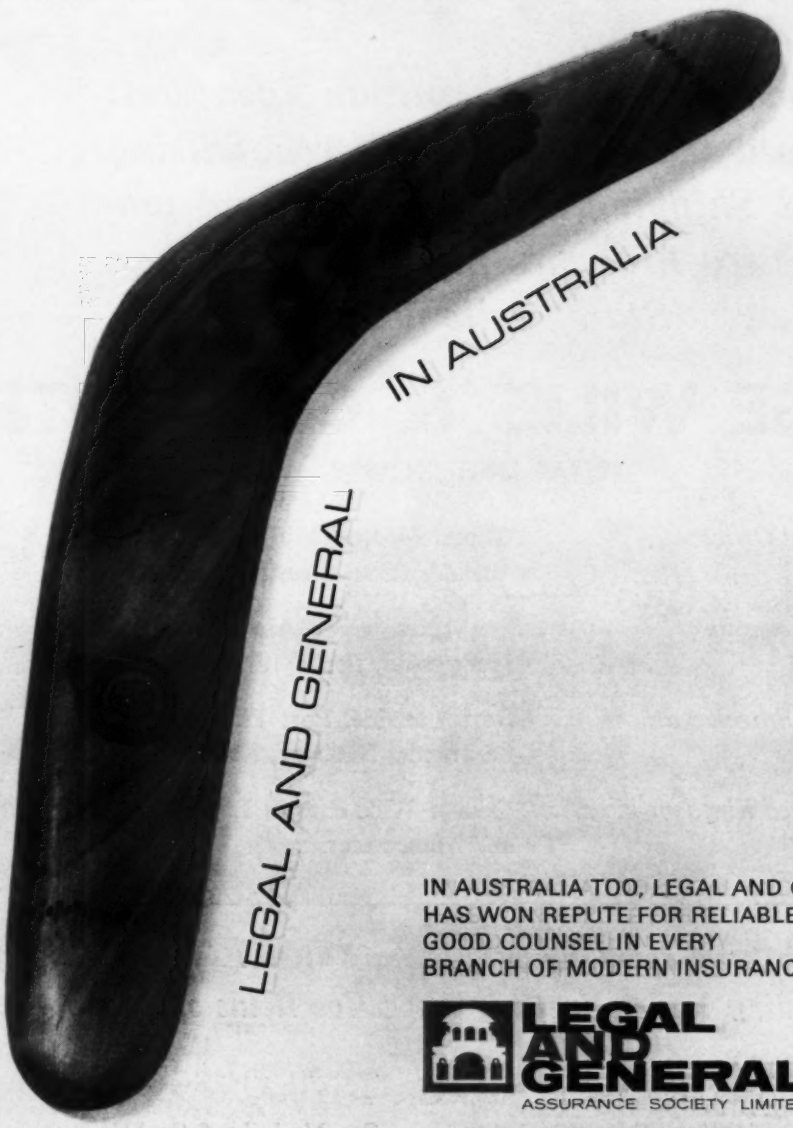

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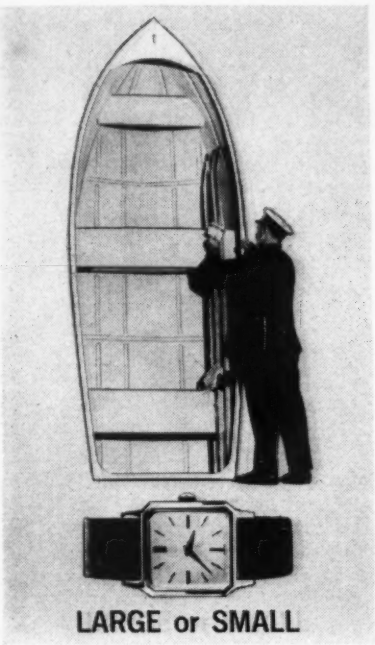

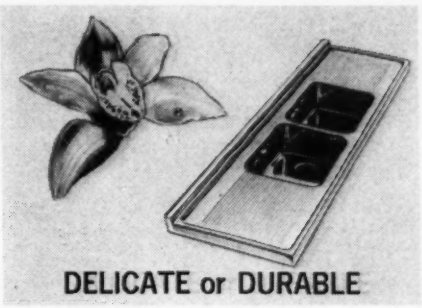

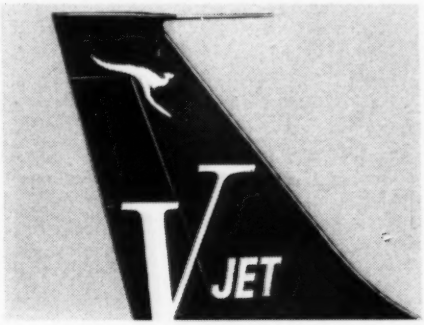

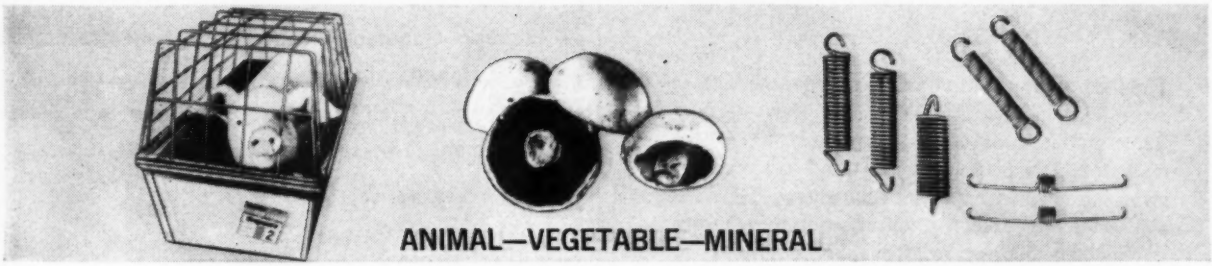

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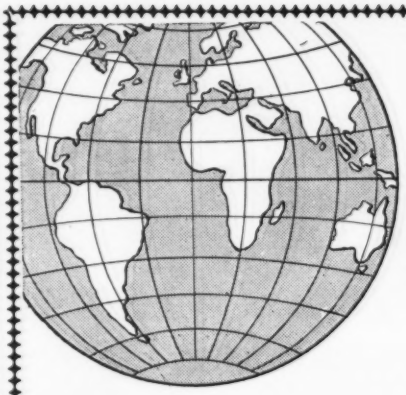

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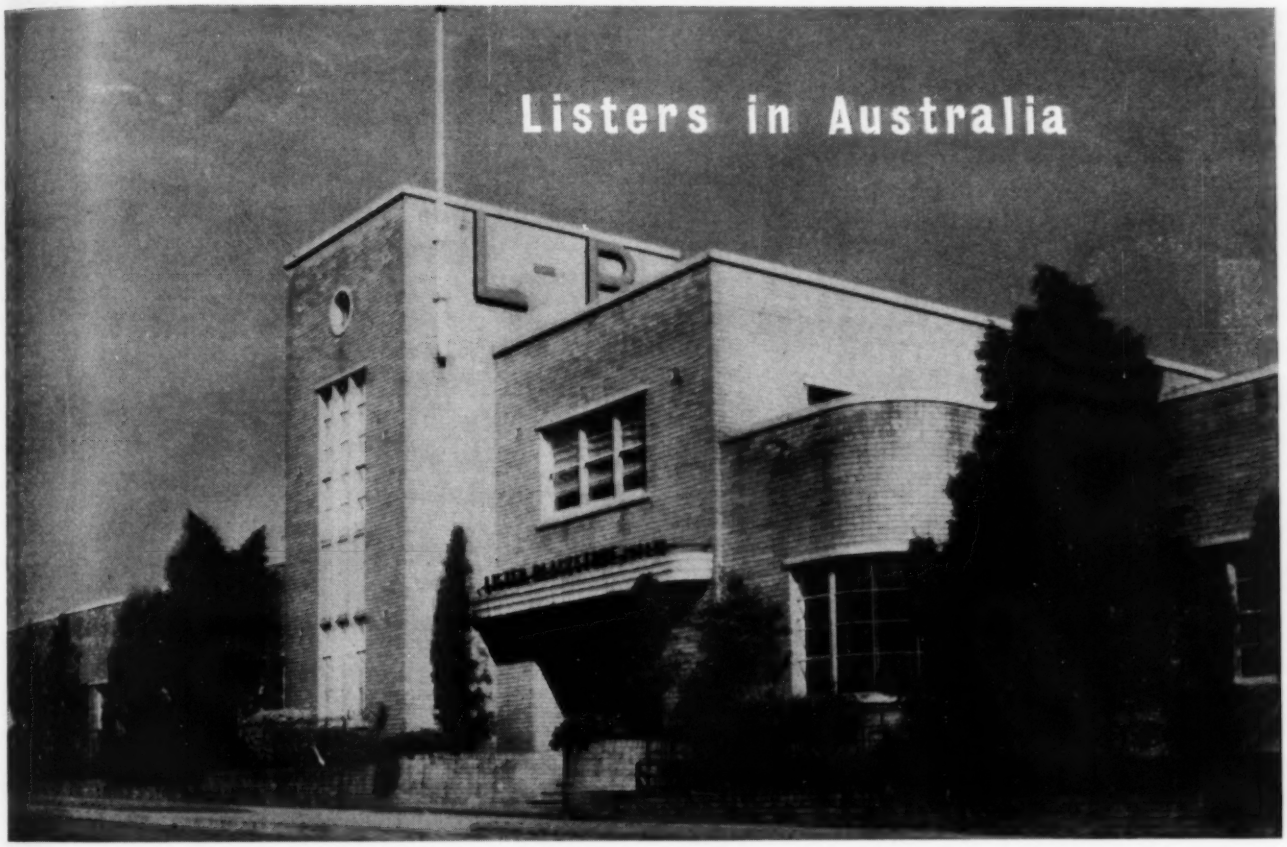

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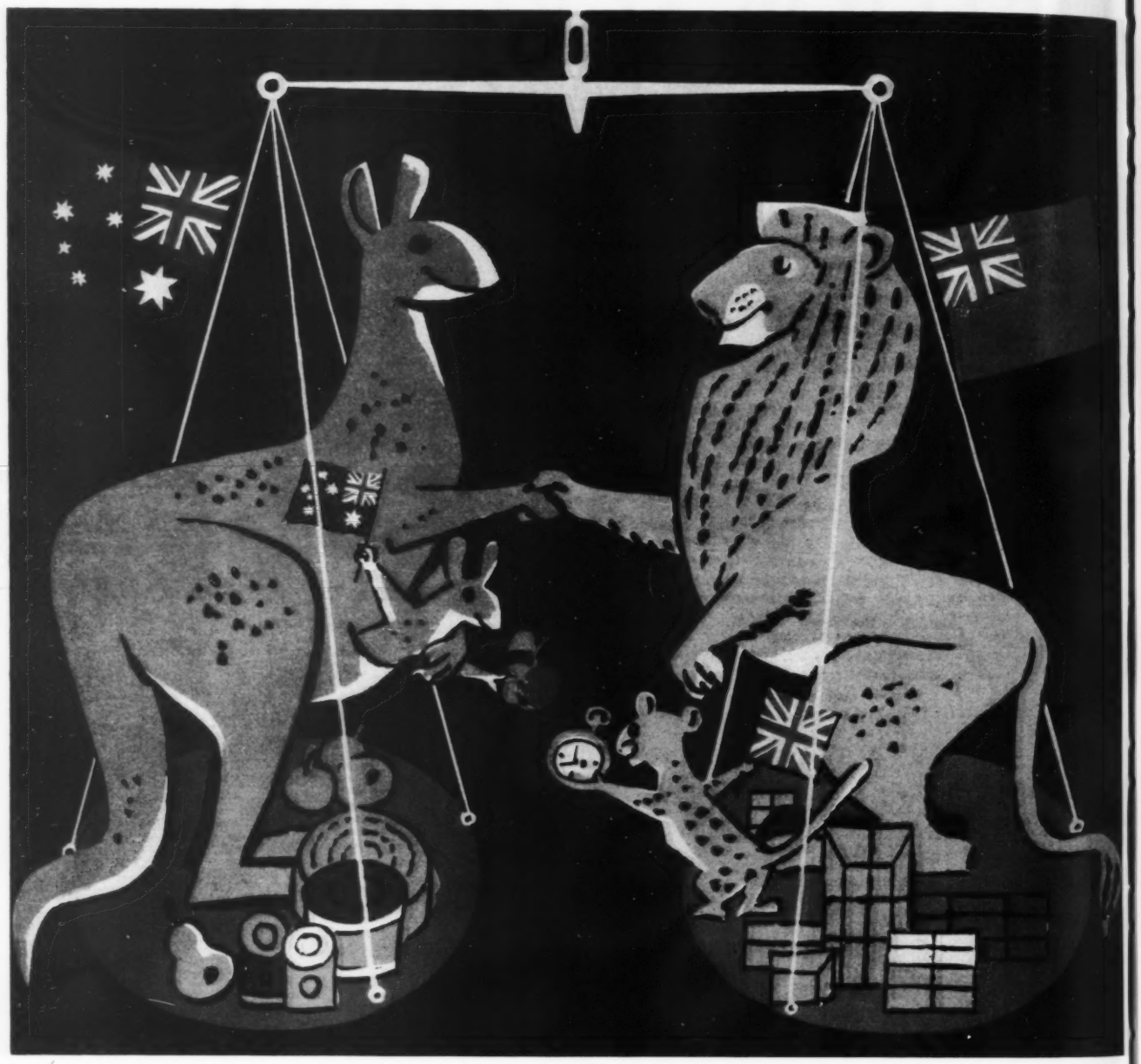

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Britain, in her turn, sends to Australia a wide range of manufactured goods, machinery and capital equipment and invests security in Australia's many important expanding industries. In this way Australia plays a vital part in Britain's national economy–and vice versa.

ALL THE BEST TO AND FROM AUSTRALIA

Messages from the Rt. Hon. Douglas Jay, MP, President of the Board of Trade and Mr. John McEwen, Australian Minister for Trade and Industry

Mr. Douglas Jay, President of the Board of Trade.

I am delighted to join Mr. John McEwen, the longest serving among Trade Ministers in the Commonwealth, in introducing the *Board of Trade Journal's* Supplement on Australia.
Australia is Britain's second largest export market in the world. We are Australia's best customer and her leading supplier. This Supplement, covering British exports and Australian exports, is dedicated to the growth of trade between our two countries.
British manufacturers – whether or not they know the Australian market – will, I think, find the articles on British exports stimulating.
Australia is changing fast. New Australian industries (often established by British enterprise and capital) are making many of the things which we have been accustomed to send her. But Australia is also growing fast – in population, in wealth and in her demand for goods of all kinds. Far from declining with industrialization, her imports of manufactures have just about doubled in value in ten years, and she offers new and expanding opportunities for British goods.
The British Government and British industry have for two years been engaged in a systematic and large-scale promotion campaign all over Australia to let Australians see how much Britain can do to supply their needs. The campaign has aroused unprecedented interest and left a wide and deep impact. It gives British exporters a great chance to develop their sales in favourable circumstances. It must be – and is being – followed up by a vigorous and sustained effort by individual manufacturers. I feel sure this Supplement will contribute to that effort.

Mr. John McEwen, Australian Minister for Trade and Industry.

Mr. Douglas Jay and I share a common interest; each is charged with the responsibility of promoting our country's export trade. Upon the success of our efforts depends the future levels of prosperity and development of our individual countries.
Without expanded exports we cannot pay for the increased volume of imports needed for these goals.
Since both Australia and the United Kingdom are strong advocates of expanding and freer multi-lateral trade, the greater our success in increasing exports, the greater our contribution to world-wide moves for increased freer trade between all nations.
It is 177 years since the first British settlement in Australia and since then our two countries have developed a relationship which is more comparable with that between partners in a joint venture operation than that of two separate nations seeking different paths with little regard for our mutual economic well-being.
This Supplement goes a long way towards showing how this partnership has worked. The facts and figures are here to be read and digested and, where appropriate, transmitted into action.
Nevertheless, it is most necessary that we recognize quickly the changes which are taking place around the world which call for more flexible policies than those which have been applied in the past. We have learned for example that the interests of the new trading blocs such as EEC and EFTA do not necessarily accord with those of countries like Australia. Yet as an efficient producer of foodstuffs and basic raw materials we feel we should regard the industrial nations of Europe and the United Kingdom as natural outlets for these products.
In as much as Britain feels herself drawn to closer associations with Europe we must anticipate highly competitive selling conditions for our primary products and manufactures on the United Kingdom market. These competitive conditions stem not only from the activities of other countries to gain a larger share of the United Kingdom market, but also from Britain's conscious efforts to support domestic agricultural production.
Recognizing these new competitive forces, Australia has sought to promote a much greater awareness of Australian products and brands on the part of the people of Britain. This campaign enjoys the active support of British importers, wholesalers and retailers as well as the various Australian Marketing Boards.
I view this Supplement as a good medium for presenting the facts about the trade links between Australia and Britain. For our part we will be seeking to take advantage of every export opportunity we can discover in the British market and confidently expect that United Kingdom exporters will do likewise in the Australian market.
It is my wish that this Supplement will aid both Australia and Britain in the achievement of an increased flow of trade between our two countries.

Trading with Australia

BOARD OF TRADE JOURNAL SUPPLEMENT, 26 FEBRUARY 1965

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See page 47

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(*For New South Wales, Papua and New Guinea*)

BRITISH TRADE COMMISSION
Colonial Mutual Life Building, 330 Collins Street, Melbourne, C.I., Victoria. (*For Victoria and Tasmania*)

BRITISH TRADE COMMISSION
FCA Building, 15 Franklin Street, Adelaide, South Australia. (*For South Australia and Northern Territory*)

BRITISH TRADE COMMISSION
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(*For Western Australia*)

BRITISH TRADE COMMISSION
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Australia House, Strand, London, W.C.2.
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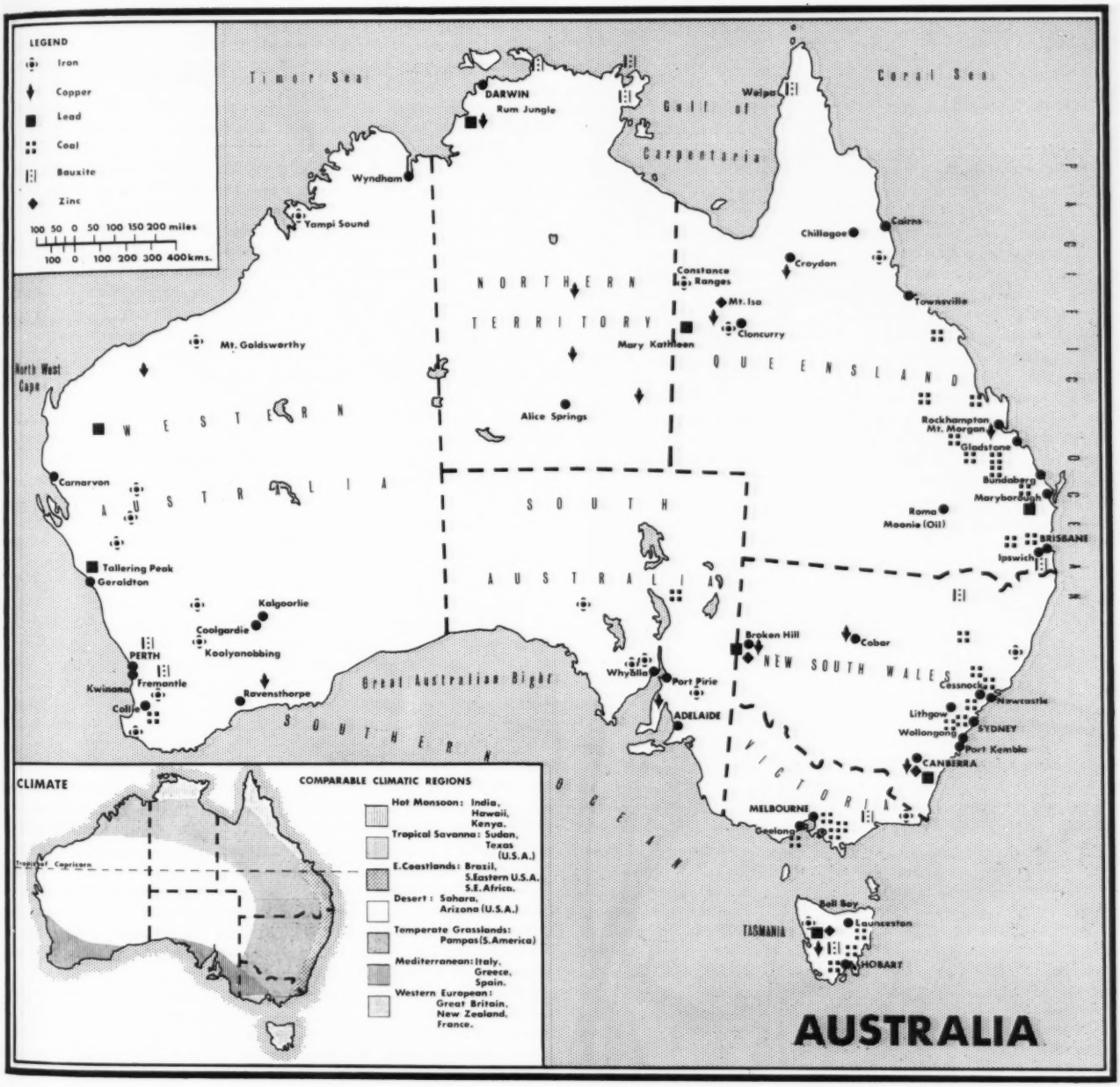
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Timor Sea
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Wyndham
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Chillagoe
Cairns
Croydon
Constance Ranges
Mt. Isa
Townsville
Cloncurry
Mary Kathleen
NORTHERN TERRITORY
QUEENSLAND
Mt. Goldsworthy
North West Cape
WESTERN AUSTRALIA
Alice Springs
Rockhampton
Mt. Morgan
Gladstone
Bundaberg
Maryborough
Carnarvon
SOUTH AUSTRALIA
Roma
Moonie (Oil)
BRISBANE
Ipswich
Tallering Peak
Geraldton
Kalgoorlie
Coolgardie
Koolyanobbing
Broken Hill
Cobar
NEW SOUTH WALES
PERTH
Fremantle
Kwinana
Collie
Ravensthorpe
Great Australian Bight
Whyalla
Port Pirie
Cessnock
Newcastle
ADELAIDE
Lithgow
SYDNEY
Wollongong
Port Kembla
CANBERRA
VICTORIA
MELBOURNE
Geelong
SOUTHERN OCEAN
Bell Bay
Launceston
TASMANIA
HOBART
CLIMATE
Tropic of Capricorn
COMPARABLE CLIMATIC REGIONS
Hot Monsoon: India, Hawaii, Kenya.
Tropical Savanna: Sudan, Texas (U.S.A.)
E.Coastlands: Brazil, S.Eastern U.S.A., S.E.Africa.
Desert: Sahara, Arizona (U.S.A.)
Temperate Grasslands: Pampas (S.America)
Mediterranean: Italy, Greece, Spain.
Western European: Great Britain, New Zealand, France.
AUSTRALIA

The importance of the Australian market to Britain

by Douglas Carter, Under-Secretary, Board of Trade

AUSTRALIA is our largest export market in the Commonwealth and our second largest export market in the world. Our exports are well diversified geographically. In 1963, our largest market, the United States, took no more than 8.3 per cent of the total. Australia took £236 million, representing nearly 6 per cent.

Australia was our biggest export market for machinery (£78 million) as well as for chemicals, medicines, fertilizers, newspapers and periodicals; and our third biggest export market for transport equipment (£48 million) and for scientific instruments. Australia bought nearly one-fifth of our total exports of books, newspapers and periodicals and about one-fifteenth of remaining exports.

Over the years, Australians have bought more goods from Britain than from any other country, and we are still their most important source of supply. On average, each Australian bought £23 of British goods, a figure which compares with £9 of British goods bought by each person in Canada, £4 by each person in Western Germany and £2 by each person in the United States. (It would be wrong to conclude from these figures that Australia is full of British immigrants who long for things that remind them of the Old Country. Australian tastes and needs are distinctively Australian, and they change.)

The following figures show the value of our exports to Australia at 5-yearly intervals in comparison with our total exports:

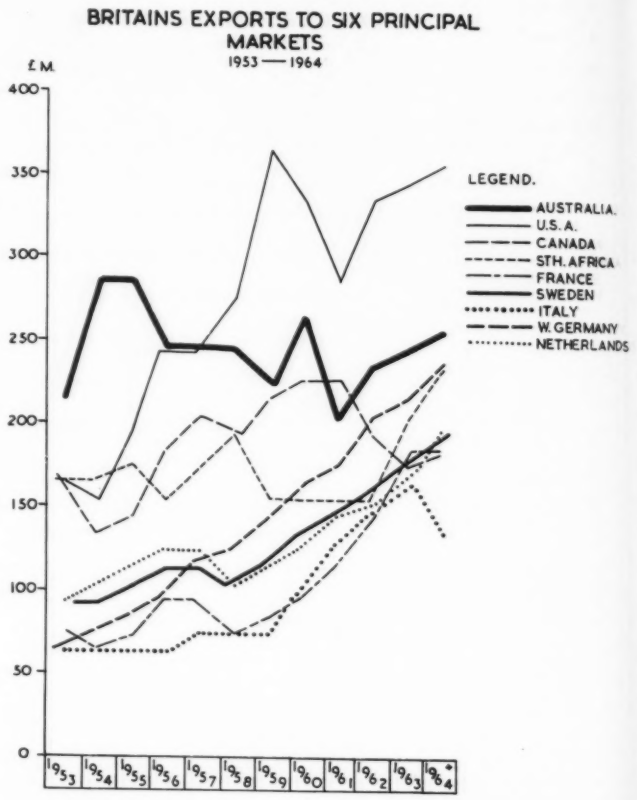
United Kingdom Exports
(£ million)

Year	Total to all countries	Total to Australia	Exports to Australia as a percentage of total UK exports
1928 . . .	724	56	7·7
1933 . . .	364	21	5·9
1938 . . .	466	38	8·2
1948 . . .	1,567	145	9·0
1953 . . .	2,563	213	8·3
1958 . . .	3,172	235	7·4
1963 . . .	4,080	236	5·8

Two striking conclusions can be drawn from the figures. The first is that, even after allowing for changes in the price of goods, our exports to Australia have probably more than trebled in volume since the early 1930s. The second is that during the last decade or so, our exports to Australia have hardly grown at all despite an increase of £1,500 million in our total exports and an increase of over £400 million in Australia's total imports.

During the past decade, the pattern of Australian imports has undergone major changes as the result of her own industrialization, and these changes have borne particularly heavily on Britain, her major supplier. Successive references and re-references to the Australian Tariff Board (certain printed fabrics have undergone ten of these in the last five years), together with the possibility of the reversal of a substantive Tariff Board decision by the granting of a temporary duty, have involved many British exporters in considerable expense and faced them with conditions of uncertainty which have interfered with serious forward planning. While it may be true that industrialization opens up new and larger opportunities for trade, this new trade does not automatically go to the country whose exports have been replaced by local production.

In Australia, these changes have coincided with a period of intensified competition from other suppliers. Our exporters enjoyed exceptionally favourable conditions in Australia for most of the period 1938-53, and these conditions could not be expected to last. In line with a general movement in the world towards greater freedom of trade, Australia has lifted import restrictions which, while they were in force, hampered some of our competitors more



than they hampered us. The expansion of British agricultural production has reduced outlets in Britain for some of Australia's exports, such as cereals and meat. Australia has found new outlets for these products and has accepted increased imports from her new customers. Australian Governments have reduced the margins of preference enjoyed by British exporters in Australia; and this improved the position of our competitors. For defence reasons, Australia has looked to the United States rather than to the United Kingdom as a source of military equipment.

Generalizations on the theme that British exporters have neglected the Australian market are neither perceptive nor helpful. Some of Britain's other major markets may, however, have attracted more attention from British exporters because these markets have been growing even more and even faster than Australia. Between 1953 and 1963, Australia's total imports increased by £420 million, or 91 per cent. During the same period, total imports into the six countries of the European Economic Community rose by no less than £9,183 million, or 170 per cent. The chart above shows the value of Britain's exports to nine of our leading markets in the last decade.

There is plainly scope for an increase in Britain's exports to Australia. The industrial development of Australia will continue, producing new demands for capital equipment, raw and semi-manufactured materials and component parts. The population

growth and the rising standard of living will continue to add to the range of imported consumer goods which can be sold. There is more trade to be done. We have many advantages. We speak the same language, and there is no lack of goodwill. Two-thirds of Australia's imports from Britain enter duty-free, and many still enjoy useful margins of preference.

Successive British Governments have been making great efforts to stimulate British exports to Australia. The Board of Trade helped British industries to show their wares in a large British Pavilion in the second Melbourne International Trade Fair of 1963 and at British Weeks in the Australian State Capitals in 1963/4; the Australia/British Trade Association has been given a grant-in-aid to help it to improve its services to its members; British and Australian Governments encouraged the formation of Action Councils to promote reciprocal trade, economic co-operation, investment and tourism between the two countries; extensive financial and other support was given to the great British Exhibition at Sydney last September/October; the British Trade Commissioner Service has been strengthened; and the Board of Trade offer help to all British exporters in many other ways some of which are mentioned in other parts of this Supplement.

A major feature in 1965 will be 'Operation Australex', a special tour of British industry by six British Trade Commissioners who will be flown from Australia to Britain to discuss with individual firms ways of increasing exports of selected products for which the Australian market appears to offer particularly good prospects.

So far, this article has discussed only Britain's visible exports to Australia. It is time for a word about our invisible earnings.

British ships carry more than one-third of Australia's trade to all parts of the world, as well as almost all our exports to Australia. Much of Australia's trade – not only with Britain – is financed through the City of London, and British insurance companies have a sizeable stake in Australia.

Last year, more than 30,000 Australians came to Britain and spent about £12 million in this country.

The products of many hundreds of British companies are manufactured in Australia under licence.

British films are welcomed in Australian cinemas. 'Z Cars' and 'Steptoe and Son' are firm favourites on Australian television. Visiting British artists, whether ballet dancers, the Beatles, symphony orchestras or leading actors, play to full houses.

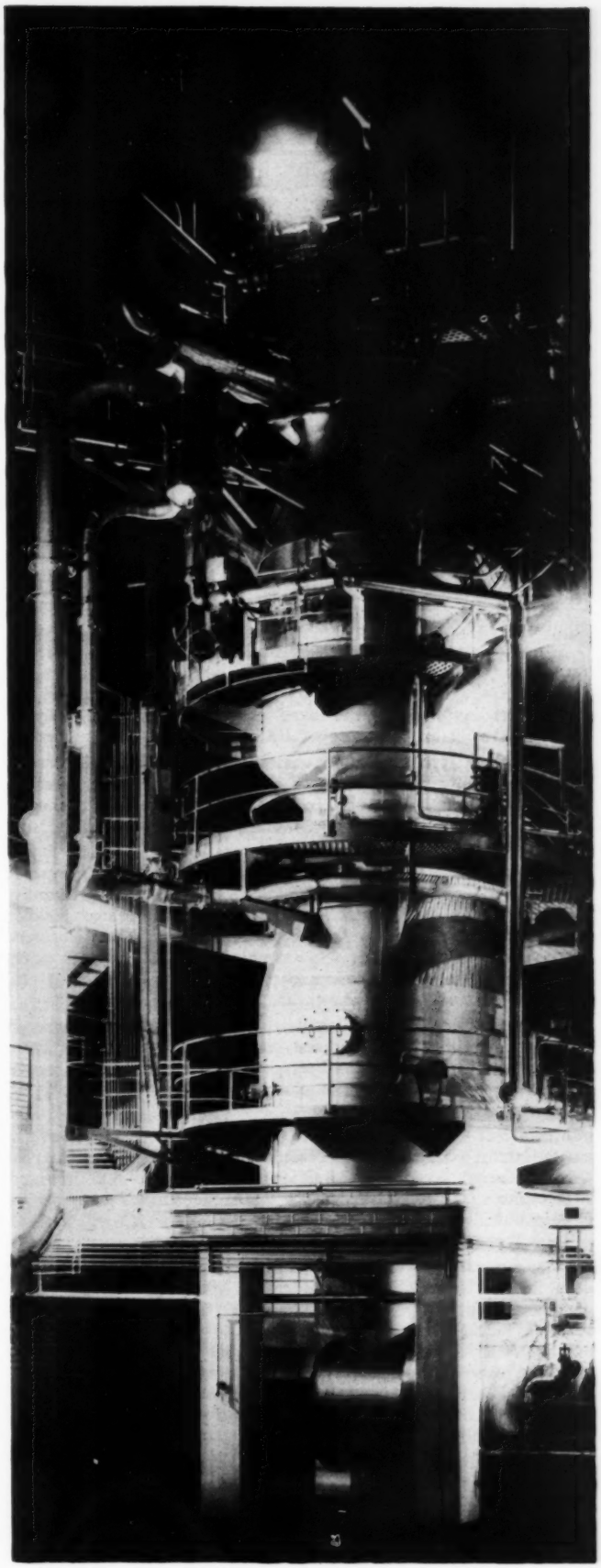
Australia has financed the great bulk of her own industrialization, but more capital has come from Britain than from any other country – indeed, more than from the rest of the world put together (56 per cent of all Australian inward investment since 1947). Total British investments in Australia were recently valued at more than £1,200 million. Something like half this amount consisted of 'direct' investments, i.e. those in which there is a continuing trading interest. More than 500 leading British companies have direct investments of this kind – subsidiaries, branches or other associated concerns – in Australia. Earnings on these direct investments in 1963, after provision for depreciation and Australian tax, were of the order of £38 million. Much of this was ploughed back.

All in all, as a market – actual and potential – for our goods, as a source of our invisible earnings, and in many other ways besides, Australia is one of our most valuable and valued trading partners in the world.

And the same is true in reverse. As was pointed out at the beginning of this article, Australia is our second best customer and takes about 6 per cent of our exports. We are Australia's best customer, and take no less than 19 per cent of hers. The balance of trade is in our favour.

COMMITTEE FOR EXPORTS TO AUSTRALIA

The membership of the recently-formed Committee for Exports to Australia (one of the Area Committees of the Commonwealth Exports Council) was given in the February 19 issue of the *Board of Trade Journal*.



The SA Gas Company's Onia-Gegi Catalytic Reforming plant—the largest of its kind in the Australian Gas Industry—and erected by the British firm of Humphreys & Glasgow.

The Australian Economy: Today

by F. B. Arnold, CMG, OBE, Senior British Trade Commissioner in Australia

ASK ALMOST ANY ENGLISHMAN what Australia does for a living and it's ten to one he will answer you in terms of wool and beef and apples. Understandably, perhaps, because these are the things he buys from her. But as a picture of what goes on in Australia it is wide of the mark. Australia is *an industrial country*. Manufacturing industry accounts for twice as much of the national product as agriculture, and employs more than twice as many workers.

It follows that Australia is *not* a rural community of sheep farmers and stockmen. Four out of five Australians live in cities; nearly 60 per cent of them in six cities alone – the State capitals of Sydney, Melbourne, Brisbane, Adelaide, Perth and Hobart.

Overall, Australia is sparsely populated, with less than four persons to the square mile. But the population should not be thought of as small. At 11 million, it equals Sweden and Norway combined.

More fortunate than most, Australia is self-sufficient in many foodstuffs and raw materials. But this does not mean that her overseas trade is unimportant as she stands twelfth among the world's trading nations. Per head of population her overseas exports actually exceed those of Britain.

What then, are the real characteristics of the Australian economy today; an economy which many Australians believe could achieve in the second half of this century – on a smaller scale – something of what the United States achieved in the first half?

The Australian continent (three million square miles) is nearly as large as the United States. One-third is desert and over another two-fifths the rainfall is sufficient only to support sparse sheep and cattle grazing. But in the good rainfall areas there is a vast acreage as yet un-utilized; for example, the thirty million acres now being cleared for development in Southern Queensland and the south-west of Western Australia.

Distances are great. 2,600 miles, by air, separate Brisbane in the east from Perth in the west – more than the distance from London to Cairo. By sea, the beef port of Wyndham in the north-west of Western Australia is closer to Rangoon than it is to Melbourne.

More than half the population (65 per cent) live in the south-eastern states of New South Wales and Victoria (13 per cent of the total area). Sydney (2.2 million) is over twice the size, and Melbourne (2.0 million) is nearly twice the size of any city in Britain outside London.

The Australian population has grown since the war at an average annual rate of 2.3 per cent. This compares with 1.7 per cent in the United States, and equals the high rate of Asian countries. Nearly 1 per cent is the result of immigration. Large-scale immigration, with a current annual target of 142,000 per annum, is a key factor in Government policy and is backed by extensive financial assistance. Primarily Australia is seeking to double her population for defence reasons, but she is not indifferent to the dynamic rate with which rapid population growth can inject an economy.

In spite of the increasing numbers the standard of living remains one of the highest in the world. For example, in 1962 the number of persons per motor vehicle in Australia was three, compared with two in the United States and six in Britain. Housing is another guide. According to the 1961 census the number of inmates per private dwelling was 3.55, and 70 per cent of private dwellings were owner-occupied. Not only is the standard of living high, but incomes are also fairly evenly distributed, and the percentage of unemployed is below that of Western countries.

Although agriculture is a minor contributor to the total both of production and of employment (only about one in eight persons is employed on the land), it is of paramount importance as the main source of overseas earnings. The sheep is the king of the land. Australia has about one-sixth of the world's sheep and produces nearly one-third of the world's wool clip. Sheep are run in all States, with New South Wales having nearly one-half.

Meat production is two-thirds the value of the wool clip. Queensland and New South Wales are the main beef cattle-raising areas; New South Wales and Victoria produce most of the mutton and lamb.

The value of the grain crop is similar to meat. Wheat, grown in all States, is the main crop. Although her production is dwarfed by North America and Europe, Australia ranks third among world wheat exporters.

Dairying and fruit-growing, mostly in the good rainfall areas of the south-east, notably Tasmania, and the south-west, and sugar-cane growing, mainly in Queensland, are the other principal agricultural pursuits.

Agricultural production stands at nearly 70 per cent above the pre-war average, an expansion which has taken place with an almost constant labour force, by the application of scientific methods, mechanization and market incentives.

Australia appears to be standing on the verge of a dramatic period of mineral development.

At present coalmining accounts for one-third of mineral production, but Australia is the world's largest producer of lead and a major producer of zinc. There has been rapid expansion in the production of copper, and with further development at Mount Isa the mine is expected to rank as one of the world's leading producers. The rich and exciting new discoveries of the early '60's include iron-ore deposits in Western Australia (many times larger than the reserves previously known to exist) and Tasmania, and vast bauxite deposits – among the world's largest – in Queensland and Western Australia.

But perhaps the most dramatic discovery has been that of oil in commercial quantities at the Moonie field in Southern Queensland, already being pumped through a pipeline to Brisbane. The search goes on, with something like £A16 million being spent on private oil exploration in 1963.

Australian manufacturing industry employs over one-quarter of the work force and contributes over one-quarter of the national product.

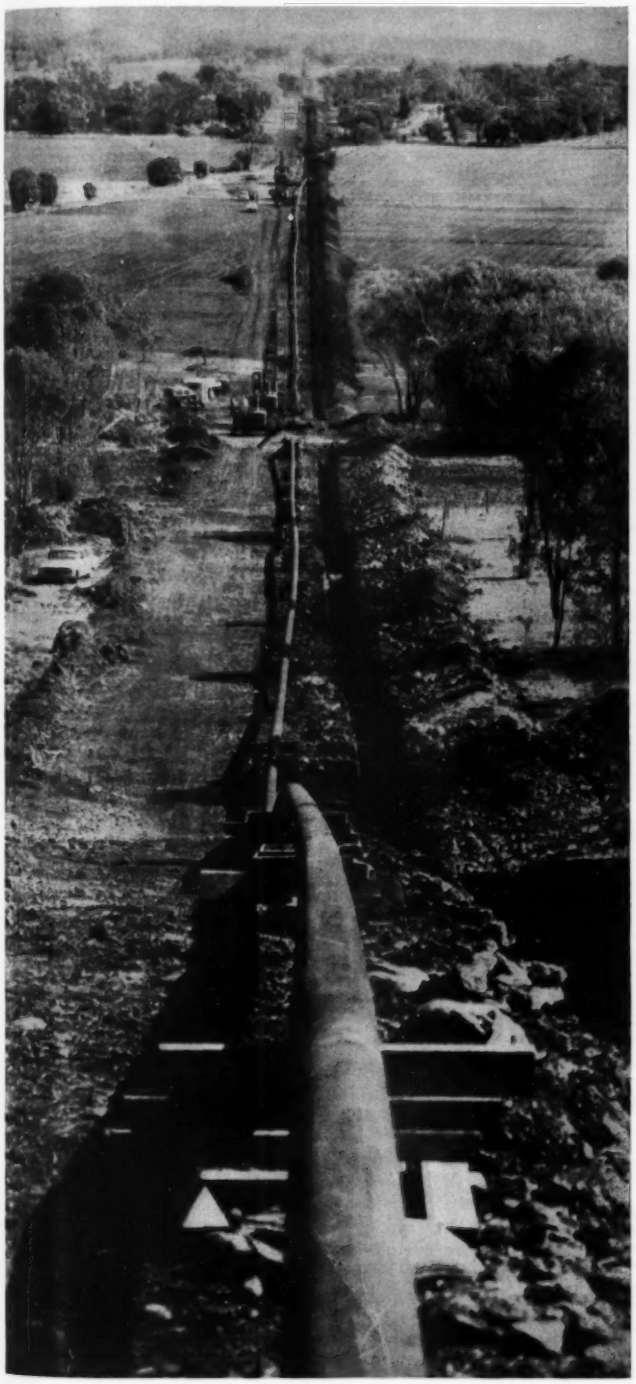
Manufacturing is based largely on the local production of iron and steel, almost the entire output of which comes at present from the industrial centres of Newcastle and Wollongong-Port Kembla on the New South Wales coast. But steel production is now being spread; major steel plants are being built at Whyalla in South Australia and at Kwinana near Perth in Western Australia.

The industry's capacity has been raised by about 10 per cent yearly since the war, and the consumption of steel per head is high by world standards, slightly exceeding that of Britain.

Domestic steel prices are lower than those of Britain, the United States and Japan.

Steel's chief customer, the engineering industry, has also leapt ahead, its output more than doubling over the past ten years. Within it, the motor vehicle industry is dominant, catering for the sixth largest market in the world and absorbing more than 10 per cent of the factory labour force. Chemicals, electrical equipment and construction materials are among the biggest industrial groups with rapid growth rates. But the present – by world standards – small and fragmented market imposes limits on the productivity of a number of manufacturing enterprises and tends to keep up their costs compared with overseas suppliers. Tariff protection fills the gap.

The £4½ million Moonie-Brisbane oil pipeline nearing its halfway mark. Most of the pipeline is laid underground. Photo courtesy of Courier-Mail, *Brisbane.*



Over the last six years (taking the average of the three years 1956/57-58/59 as base) Australia's exports have grown from £A870 million to a record in 1963-64 of £A1,390 million. Wool accounts for 35 per cent, wheat 13 per cent and meat 9 per cent. The dependence on wool, although great, is less marked than six years ago when it amounted to 44 per cent. Exports of manufactures are of increasing importance, the value being of the order of £A150 million, or 11 per cent. Britain has maintained her position as Australia's principal customer (£A256 million), but this is a smaller share (18 per cent) than that of the earlier period (when £A252 million represented 29 per cent). Japan is now a close second, buying Australian goods, mainly wool, sugar, wheat and coal, to a value of £A244 million.

Total imports in 1963-64 reached £A1,188 million, compared with £A790 million six years ago. A more detailed examination of these imports is the subject of separate articles. Britain remains Australia's chief supplier, sending £A330 million in 1963-64, but this represents a lower share (28 per cent), compared with the £A325 million of the earlier period (41 per cent). Over these six years, the United States, Australia's second largest supplier, has steeply increased her share – from 13 per cent to 23 per cent.

The high level of her income *per capita* (and, it should be noted, the relatively small percentage of gross national product devoted to Defence – which, until the recenty announced increases, was only 3 per cent, and will still remain well below Britain's 7 per cent) has made it possible for Australia to invest something between a quarter and a third of her gross national product in capital formation since the war. Very few countries have done better per head, more than nine-tenths having been supplied by the Australian economy itself. Nearly one-third of this investment has been by the public sector, and just over two-thirds by private investment.

Nevertheless, the net capital inflow from abroad has been of vital importance. It has helped to minimize balance of payments handicaps to growth, and most of it has taken the form of direct participation in Australian manufacturing industry, thereby introducing new techniques. Britain has been the main supplier, investing £A1,000 million since 1947, more than that from all other sources put together.

Over the past six years Australia's reserves of foreign exchange have risen by £A325 million. At the end of June, 1964, they stood at the near record level of £A850 million. An important factor was, however, the steep rise of over £A300 million in export earnings in 1963-64. This was partly due to shortages elsewhere of wheat and sugar; these cannot be relied upon as permanent.

These favourable developments are not to say that the advance of the economy has been entirely smooth. Inflationary pressures have built up from time to time, sometimes the result of rising export incomes. At other times, lower export earnings have forced the authorities to impose checks on production. The ability to preserve price stability and a healthy balance of payments, and at the same time to maintain rapid growth, has been no more easily learned in Australia than elsewhere. Nevertheless, in recent years the feat has been achieved. From 1960/61 to 1963-64 the consumer price index rose by only two points, from 124 to 126 (though the current year may show a steeper increase).

The Australian economy is becoming more and more akin to that of the highly industrialized countries of Western Europe and the United States. But agriculture is still relatively more important, and is of prime importance as the earner of overseas funds. Under the stimulus of high levels of income and a high rate of population growth, production is expanding and diversifying, with the emphasis on manufacturing as a source of employment. At the same time the new mineral discoveries strongly reinforce export prospects. In spite of isolation, the handicap of great distances, and the present relatively small scale of many manufacturing operations, Fortune's smile shows no sign of deserting Australia and its post-war record of remarkable achievement.

The Australian Economy: Tomorrow

by Roland Bird, Contributing Editor, 'The Economist'

TWO VISITS, ten years apart, are not conclusive evidence for a judgment of what is going to happen to Australia's economy in the next ten, and prospects in the economic field usually lie in the eye of the beholder. But this observer, having used his eyes carefully and widely, can at least set down straight away his own clear conviction. Australia is moving at good speed towards becoming one of the world's important areas of economic growth. Not that ten years can change the character of its gigantic land mass, or supplant the extensive grazing and farming that the better parts of it sustain. The first important thing about Australia is that it has taken a mere ten years to bring into this land-based economy a quality of industrial drive and of economic management that it never knew before. Australia is on the move; expansion is the keynote; self-confidence is in the air; a modern industrial community is emerging.

A new Australia

This is a story, trade sceptics will say, that has been heard before about other countries. And what happened to some of them that held out attractions every bit as rosy as Australia's but never somehow fulfilled them? Why trouble too much about trade with Australia, when its metropolitan ways are coming to look more and more like those of the United States, and when its economic links are being bent more and more towards Japan and Asia, and away from Britain? Sceptics may as well stop here—the place is an enormous distance away, and for that reason alone a troublesome market. They had better try to find a better prospect nearer home. But they are not likely to succeed.

The old picture of Australian social and economic conditions has to be redrawn. Australia's liberal immigration policy has brought a leaven to Australian manners and tastes that was needed, and the genuine "digger" has been the first to welcome a new opening up of Australian life. Who provides at 8.30 on a Sunday morning in a small township in West Australia the kind of breakfast that mother used to serve? A Greek. Who drives you with skill and courtesy from the airport into town? As like as not, a Hungarian. It is not that Australians have just found some other peoples to do their chores. They have succeeded remarkably in assimilating the new Australians into their society and have given their own rich savour of life a new dimension of domestic and intellectual variety. The children of the new Australians are growing up as real Australians, with the right accent of speech and lapping up the benefits of good education, just as the second generation Americans grew up. In a decade and a half immigrants have furnished half of the increase in the work force. They and their children have increased the young bulge of Australia's population. If immigration continues at 100,000 a year (and it will not be Australia's fault if it does not) the increase in the number of Australians under thirty in the next ten years will exceed two million, whereas the over-thirties will increase by only 900,000. By 1973, out of a population knocking on 14 million, the under-thirties will be not far short of 7¾ million.

This youngness is the keynote of Australian society—and of the Australian market. The young have health; they have money; they have style, some of them, every bit a match for the Mediterranean set. They also have the drive that comes with training and the zest to get on. The old picture of Australians wandering along Pitt Street in open-necked shirts harbouring a false nostalgia for an outback that they never knew has faded, along with Burke and his camels. This is not the Australia of today. The Australia of tomorrow will be busy making its own traditions, but it will look out on a world, not inside to a continent of near-emptiness.

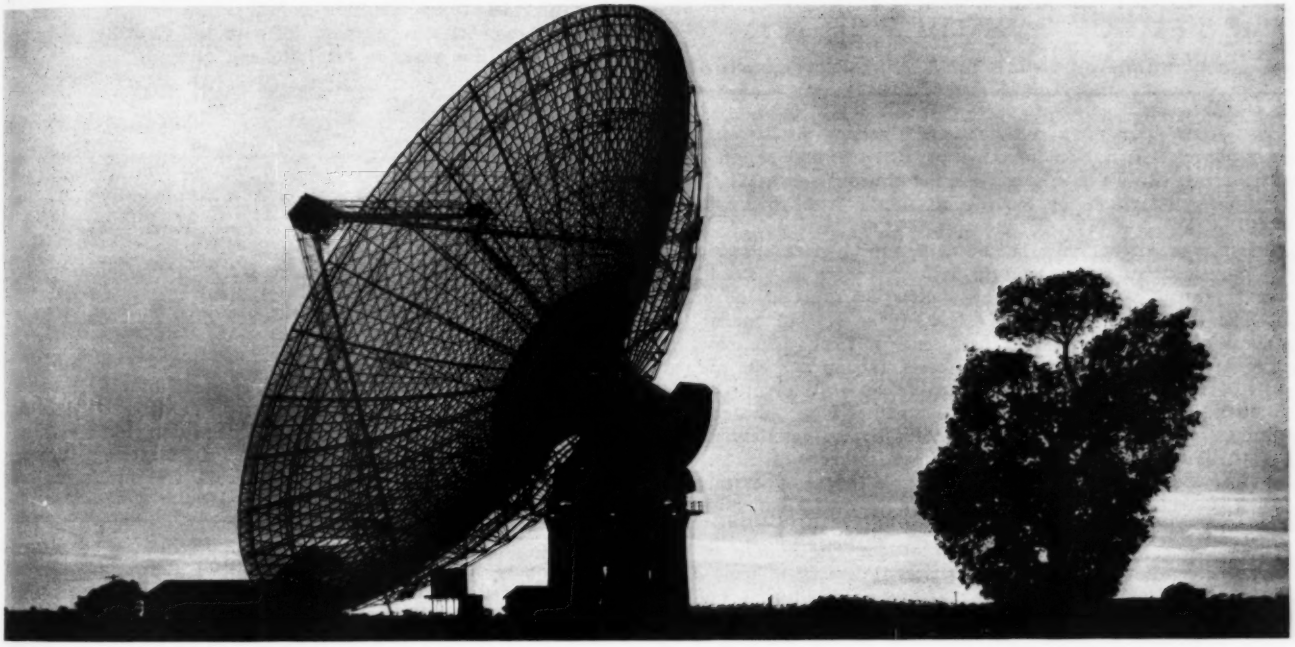
This increasing involvement with the outside world, to go back to the main point, is being made easier by the arrival of new Australian people. They are not Italian emigrants or Hungarian refugees: they are Australians. But they are bringing to the tangy independence and occasional abruptness of the old-style Australians an enlargement of life that is rapidly changing the staples of Australian demand. Traditional designs in textiles or pottery, for example, were formerly easy to sell to a community whose basic tastes seemed scarcely to have changed in this century. They are less appreciated now, as Czech glass and Japanese textiles increasingly make the running.

Another change of view about Australia involves the character of the Commonwealth's present and future industrial development. It was for long a justifiable reproach that Australia's secondary industry was inefficient, cosseted by protection and altogether lacking in scale. There are areas where this reproach still sticks. But there is also a widening industrial spectrum in which Australia is fully capable of meeting competition from any quarter, not excluding Japan. The picture of the Australian as a lazy bloke, living high off the sheep's back, is belied by the discovery that some types of welding equipment cost less to make in Sydney than they do in Japan, that a group like Repco, making bits and pieces for the car industry, can sell to Japan, or that Chrysler's factory near Adelaide can sell its splendid 3.7 litre Valiant car for the remarkable price of £A1,500. One sees after ten years an industrial infrastructure that is capable, with good management and with Australian labour costs (which are about as high as anywhere in the world), of high quality, low cost output.

The next ten years

Before the next ten years are out, Australia will be able to look after her own needs of manufactured output on an even wider scale. No doubt there will still be some gaps—a market of this size can hardly develop the more sophisticated hardware in electronics or the lumpiest items of heavy engineering plant. These are two departments in which British exports ought to be shining. There is British equipment in plenty, naturally enough, but the fact is that nowadays Australia is free to shop around, both for capital and consumer goods, and it does so. It comes as something of a shock, even to a trade liberal, to see crates of Japanese electric mill drives awaiting installation at a new steel plant along with the British hardware and to note the wide international range of the equipment installed in the Snowy Mountains scheme.

Trade relations with Japan have shown spectacular expansion in a mere two or three years, and both sides are anxious to expand them further. The recent signature of long-term contracts for large supplies of iron ore from Western Australia and negotiations for further supplies of coking coal from Queensland are important cases in point. But it follows that Australia will, have to find room for more of Japan's exports – already the trade balance is three to one in Australia's direction. The same is true of wool. Australia's most efficient industry, and still the sheet anchor of its economy. This new trade link – it was being forged before Britain's



Top: The famous Bondi Beach. The Bondi surf boat makes its way through the breakers to patrol the beach on the outskirts of the swimmers.

Lower: Giant radio telescope at Parkes with control system by The Electronic Apparatus Division of Associated Electrical Industries Limited.

frustrations with the Common Market – is sure to become stronger. Ministers, traders and industrialists nowadays are regularly commuting between Tokyo and Canberra.

The effects are becoming increasingly visible in the Australian trade figures. Japan now runs Britain very close for the position of Australia's biggest customer; indeed, in a few months of 1964 she overtook us. She may still lag far behind us as a supplier to Australia, but her share is increasing. The dismaying thing in this situation is the lack of regard by some British exporters (helped by a preference that still counts for something) of the opportunities that Australia's expansion presents, and of the efforts of other countries to seize them. A British Trade Exhibition in Sydney was indeed a matter for rejoicing; but it was also an occasion for making good some trade fences that had been sadly neglected in recent years.

Two figures are worth quoting on this. Australia's imports of British goods in the year to June 1961 amounted to £A340 million. In the calendar year 1963, the total had fallen to £A321 million, and since prices had been rising meantime, the fall in volume was greater still. It almost begins to look as if the average British exporter had totally failed to get the message that here is a market that has increased its population by over 20 per cent in the past decade, and its gross national product by 90 per cent. Population in the next decade looks like growing faster than this. Output targets that look a decade ahead can never be much more than doodles, but there are plenty of pointers towards a performance every bit as good as in the past. One is the quality of economic management in Australia, which has learned some lessons since it came close to imposing a stopper on the country's growth in 1960. That is not likely to happen again. But neither, if one's guess is right, is the kind of spending splurge that used to characterize Australian demand in former days—when the proceeds of one year's boom in wool would be blued in the next, leaving the balance of payments hopelessly in deficit. After the past year's boom, the visible deficit is negligible; consumers are far more critical in their expenditures; prices have been kept remarkably under control; savings have become esteemed.

The Australian market in the next ten years will be a tauter, more competitive place, more discriminating in what it buys and where it buys, but with expanding opportunities for the farsighted exporter. Goodwill towards Britain is immense, but it no longer guarantees any privileged position for British trade. Other exporters are keenly aware of the prospects in the Australian market, and they too have to live with the protectionist overtones of Australian trade policy that still remain. British traders should not argue that the market is somehow more difficult for them than it is for others. They have a head start in language, long-existing commercial ties and the close constitutional attachment of nearly two centuries. But they should not mistake the independent, self-confident and distinctive character of modern Australia. It is capable nowadays of making its own industrial way and likely in future to find more of the financial and technical resources that are needed for its development.

Australia as a market: The present

The market: a broad picture

by H. Woodruff, Commercial Counsellor, Canberra

'How many customers and how much money do they have in their pockets?' is not an unreasonable first question to ask about any market. As we have seen from the previous article, 11 million Australians have one of the highest standards of living in the world.

Personal consumption expenditure per head after allowing for the movement of prices appears to have been rising steadily in recent years. The pattern of spending is described in the article on 'The Market for Consumer Goods' (page 31) but one or two general characteristics should be borne in mind. The costs of personal transport – car(s), running costs, repairs and the indirect costs of roads – are high and inescapable. So are the costs of distribution. The Australian also spends a rather bigger share of his earnings on rent, fuel and light than his British counterpart but, less of his budget goes on food, drink and tobacco.

Industry is the next biggest spender, with manufacturing industry leading the way. Manufacturing is encouraged mainly as a source of employment opportunities both direct and indirect. This encouragement is given by tariff protection. The pattern of the Australian market for imports is thus considerably influenced by the extent and pattern of local manufacturing production, both in a negative way by the protection of the local market against similar imported products, and positively by the creation of a demand for capital, plant, raw materials and component parts.

Public expenditure stands at a high level in order to meet the requirements of the rapidly growing population and to provide the basic development for the further exploitation of the country's natural resources. When, as in Australia's case, immigration is an important contributor to population growth, there must necessarily be an especially high rate of public capital formation to meet the adult demand for housing, transport and public utilities.

What does all this add up to? It adds up to a market of affluent wage and salary earners with Western urban tastes, together with a high level of demand for capital equipment both for public infra-structural and for private manufacturing purposes, and for the raw materials, semi-manufactures and components needed for the latter.

How are these demands satisfied? Personal consumption expenditure on goods (excluding motor cars) in 1962/63 was nearly £A3,000 million. The bulk of the demand for finished consumer goods is met by Australia's own output, but, even so, in the same year the value of imports of finished consumer goods was just over £A200 million (f.o.b.).

For capital equipment (other than buildings and construction) the demand comes mainly from private sources (£A645 million in 1962/63) with another £A150 million from public sources. Imports of capital equipment for the year were about £A250 million (f.o.b.), or about one-third of total expenditure in this group.

Demand for the raw materials, semi-manufactures and components needed for manufacturing industry make up the third and largest group of imports, just over £A500 million in 1962/63. Of this, raw materials and parts for motor vehicle assembly accounted for nearly one-fifth.

The greater part of the demand for imports clearly originates with Australian manufacturing industry. The import pattern, in terms of broad economic classes, has remained virtually unchanged over the past five years in the following form:

	Per cent
Producers' materials	52
Capital equipment	23
Fuels and lubricants*	3
Auxiliary aids to production	3
i.e. mainly the requirements of Australian industry	81
Finished consumer goods	19

* Not including crude petroleum which is shown under the heading of 'Producers' Materials'.

The value of the imports required by Australian industry has, of course, risen considerably over the last five years from around £A645 million in the year ended June, 1959 to around £A960 million in the year ended June, 1964.

Within the growth of Australian manufacturing industries as a whole, different industries have gone ahead at different rates. Those catering for 'basic' requirements, i.e. food, drink and tobacco, clothing and footwear have been more or less tied to the rate of growth of the population. The industries catering for other industries, metals, machinery and chemicals, and producing consumer durables, have expanded very rapidly.

The net effect of these various influences on Australia as a market for imports is well illustrated in the following table which sets out many of the principal commodities imported in 1963, and the percentage growth compared with the years 1957 and 1958.

(Calendar Years)

		Average 1957/58	1963	1963 as % change of 1957/58 Average
		A£000	A£000	
SITC Revised				
231	Rubber and rubber substitutes	13,352	14,000	+ 5
241, 242	Timber	7,864	9,671	+ 23
331	Crude petroleum, etc.	70,937	88,163	+ 24
Sect. 5 Total		54,174	102,780	+ 90
of which				
541	Medicinal and pharmaceutical products	11,856	16,785	+ 42
56	Fertilizers, manufactured	1,427	3,200	+124
581	Plastics	N/A	21,093	—
Sect. 6 Total		24,773	34,947	+ 41
of which				
641	Paper and paperboard	1,518	2,771	+ 83
642	Articles manufactured from paper and paperboard	15,731	16,169	+ 3
651	Textile yarns and threads	16,205	21,989	+ 36
653	Non-cotton fabrics	3,806	6,841	+ 80
654	Ribbons, etc.	3,731	4,791	+ 28
655	Special textiles	10,889	12,905	+ 19
656	Made up articles of textiles	14,163	20,713	+ 46
66	Non-metallic mineral manufactures	24,951	25,557	+ 2
67	Iron and steel	10,403	12,812	+ 23
68	Non-ferrous metals	18,302	25,854	+ 41
69	Manufactures of metal, n.e.s.	225,955	363,155	+ 61
Sect. 7 Total		108,925	166,014	+ 52
of which		39,241	65,530	+ 67
71	Machinery, other than electrical	60,067	110,212	+ 83
72	Electrical machinery	4,729	7,080	+ 50
732	Road transport equipment (complete and parts)	38	189	+397
Sect. 8		651	1,826	+180
841	Clothing: of textile fabrics	27,678	59,571	+115
842	Clothing: of fur			
851	Footwear			
Sect. (0) and (1) Foodstuffs, beverages, tobacco, etc.				

Source: UN Commodity Trade Statistics.

Australia as a market: The future

Obstacles and opportunities

by M. J. Marshall, Principal British Trade Commissioner in New South Wales

WHAT ARE THE PLUSES AND MINUSES for Britain looking for its future markets in Australia? Surely we must begin this by examining the snags – the minuses, but before so doing we should remind ourselves that currently, Britain sells about £250 million worth to Australia each year. Clearly the pluses exceed the minuses. Evidently many firms handsomely clear the obstacles and they find the opportunities. I am sure there are many more British firms able to jump the hurdles to even more rewards.

If only to stress the all-pervading significance, I am tempted to say that the three most important obstacles are distance, Distance and DISTANCE. The bulk of the Australian market is 12,000 miles and three months by sea away from Britain. This is the major obstacle and one which must be understood and fully appreciated at all times.

A Sydney importer (whose firm has been buying from Britain for forty years) told me the other day that normally he 'orders for seven month sales' although sometimes he 'risks five months'. What he buys comes almost entirely from the shelves of his United Kingdom supplier: they are not goods that have to be made specially for each order. But this 'seven month sale' is the kind of margin that experience has shown him he must have.

One can so easily be lulled into thinking short by looking at steamship schedules. Bookwork on the order when received, the assembling of the goods, then packing and then documentation followed by conveyance to the docks well ahead of sailing-date, all takes time. Invariably it takes more time than the estimate. Not always do ships leave on time and seldom, indeed, do they arrive early. Wharf delays at intermediate ports-of-call all add up and make dock delays on arrival even more frustrating. And then, there is documentation, cartage from shipside to warehousing until at long last the importer receives his stock on the floor and sets about re-packing and distribution (more cartage and more bookwork) to his customer. This is the pattern for consumer goods – the items that can be delivered from United Kingdom stocks. With capital goods the process may be different but seldom do they take less time. It is a long, long way and it takes a long, long time. True, Australia is a long way from other suppliers but few are more distant than Britain. And the Australian manufacturer is on the spot, keen indeed, to take advantage of the delays necessarily imposed on these overseas competitors.

It is not only time – there are freight costs. There is not much that can be done about this except that packing should be studied both ways – not too much and certainly not too little.

Time and freight are real, practical difficulties which are the base to a more psychological problem. Understandably, an importer of capital or consumer goods who has himself given promises to his customers (and his future business rests on them) becomes anxious – especially at first – about the long line between him and his supplier. Although communications have improved immensely, Australia is in some ways still an isolated continent. Minor delays and uncertainties can reinforce this anxiety quite disproportionately. A reply which is slow to be sent (possibly the Export Director is away, possibly the sub-component manufacturer's deliveries are not certain, etc.) clearly build up the Australian importer's thoughts that he is being neglected – and neglected because he is the other side of the world. It is easy to do something about this for it requires no more than a return-mail attitude; and this at least is something to dispel immediately the importer's thought that he has not got the attention his custom warrants.

Another aspect of distance is that the cost of a personal visit from Britain is high and the early promise of business might not justify the outlay. This risk has to be taken because Australian tastes and attitudes and methods differ significantly and without frequent visits, the United Kingdom supplier cannot hope to remain in touch with his customer and his changing needs. Australians react warmly to visits and most times this warmth is translated into practical orders.

I said above that the Australian manufacturer is keen to profit by the difficulties that distance imposes on competition from overseas. Australia is no longer a country occupied mainly with agricultural pursuits. It has developed the widest range of local manufacture from heavy engineering through medium to light down to consumer goods of great variety – designed from the first for Australian tastes. The expansion of her secondary industries continues apace. It is the declared policy of the Australian Government to assist such industrial development and frequently this is in the form of Protective Tariffs. In certain fields, these tariffs can be formidable obstacles. But Australian manufacturing costs are relatively high and 'sharpening the pencil' can sometimes find a way. Australia has no policy of prohibition by means of tariffs.

For many years, Britain was overwhelmingly the major supplier of Australian import needs but nowadays the products of other countries are sizeable. Some might feel that the entry of Japan, of the United States, of Germany and others, into this market is an obstacle to some safe continuing business that we had here. But these newcomers have substantially the same handicaps deriving from distance – and we match them in other markets. In Australia, we have the reputation, we have the connections: it should not be too difficult to meet this competition in Australia of all places.

Britain sells something to every market in the world: we well understand that local tastes differ. But it is strange that seemingly some United Kingdom suppliers do not fully appreciate that despite heritage, language and long association, Australian tastes and attitudes differ from those at home. These differences are being accentuated by the large influx during the post-war years of Italians, of Germans, of Dutch and Greeks and others – all from countries noted for their individual cultures and tastes. That needs in Australia are different is not self-evident (except to those who come and see for themselves): this obstacle is one that can easily but most positively must not be overlooked.

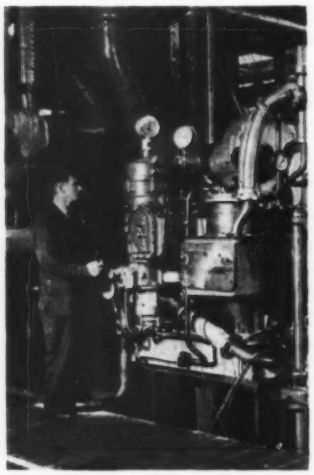
That is a formidable list of minuses – but still we have more pluses. There are still opportunities both present and in the future.

The population of Australia is eleven million but growing fast with declared Government immigration policy and natural increase.

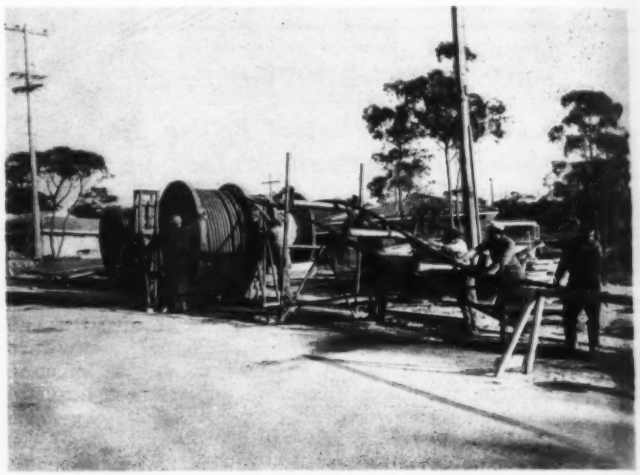
Continued on page 29

High pressure turbine shaft for the first C. A. Parsons and Co. Ltd., 200 MW turbo-generator for Hazelwood power station, Melbourne.

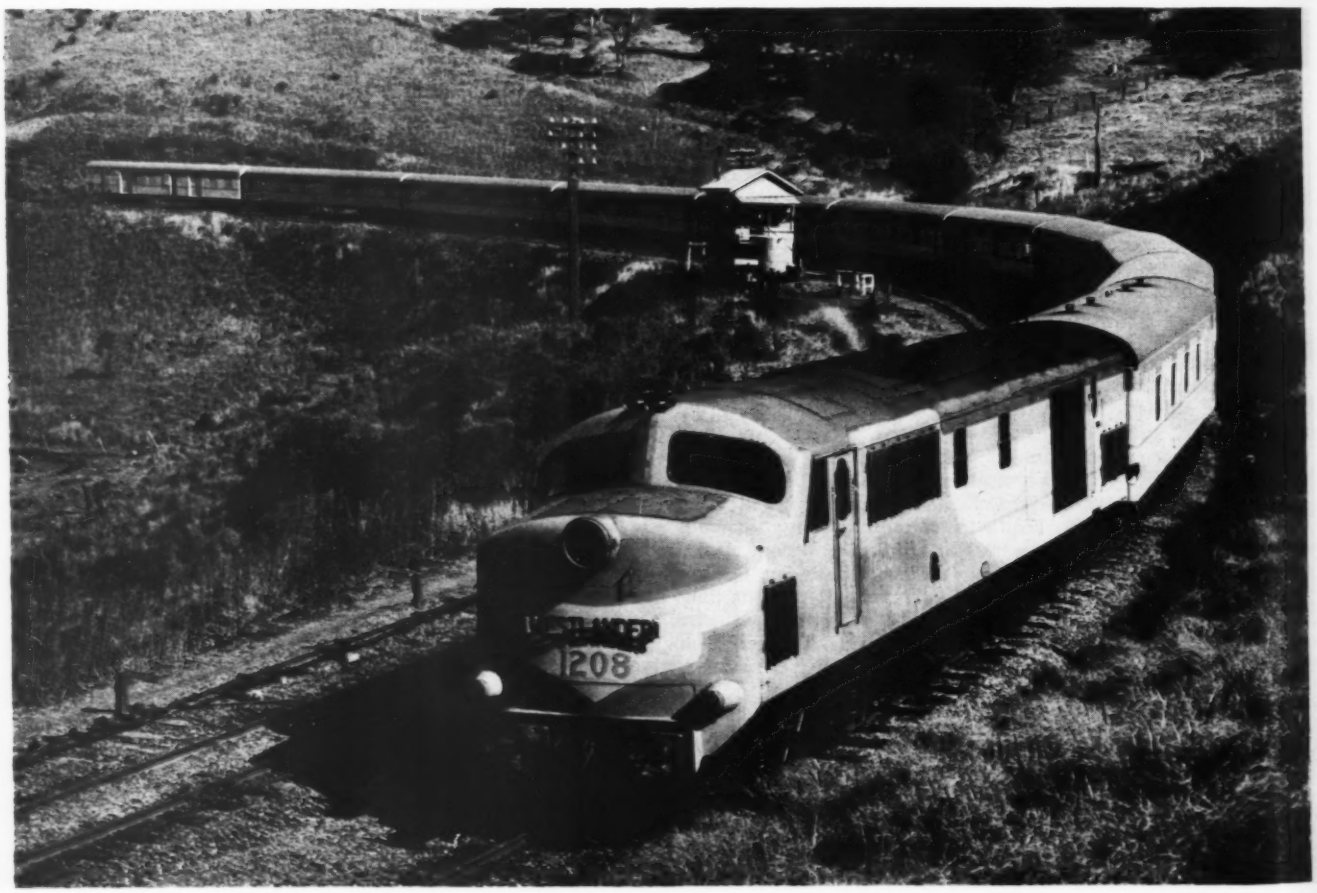
A 3,000 kW steam turbine driven alternator for the North Eton Co-operative Sugar Milling Association, Mackay, Queensland. The set is seen during running tests at the Bedford Works of W. H. Allen, Sons and Co. Ltd. This company have in hand, or have recently completed contracts worth near £300,000 for steam turbine power plant for sugar mills in Queensland.



One of the final stages of the £A½ million, 132,000 volt cable contract which Pirelli General Cable Works Ltd., Southampton, has carried out for the Electricity Commission of New South Wales. The installation consisted of a double circuit over a 5·2 mile route between Willoughby substation and East Linfield Transition point and was completed ahead of schedule.



Lower picture shows one of the ten 'English Electric' 1,500 h.p. diesel-electric locomotives supplied to Queensland Government Railways. Locomotive No. 1208 at Range View, hauling the air-conditioned 'Westlander' train.



It can only go up and perhaps, in a decade or so, dramatically up. More especially, the standard of living is high. Few countries have a higher per capita purchasing power. This again, is pointed steadily upward.

As Australian standard of living goes even higher, so demand for the best, for the latest, for the most sophisticated, for the most novel, will surge. This is a field in which Britain excels, for her reputation for quality and design is high. These tastes and particularly the willingness for the moneyed Australian to spend in this direction, must be developed. But surely the business is there for those who work at it.

The development of secondary industry in Australia is in one way an obstacle and in another an opportunity. First, the latest capital plant, instrumentation and techniques is required by these new industries and much of it has to be bought from overseas. Second, the need for producer goods – of components, of new fabrics, of new materials and so on – provides scope for the alert manufacturer in Britain who keeps himself informed – either directly or through his agent – of the changing pattern.

Australia has immense mineral resources and hardly a week goes by without announcements of large development plans. Each of these means a big demand for equipment. Most times it is equipment unlikely to be made in Australia yet awhile, but which, on the other hand, can be readily supplied by the live British firm who keeps its ear to the ground.

Although tariffs are an obstacle – but not an insuperable one – a plus well worth mentioning is that there has been no import licensing in Australia for some years now. The economy is robust and the monetary reserves have never been higher. A serious world dislocation apart, one can see little likelihood that Australia will find it necessary to introduce import controls.

Australia is part of the sterling area which means that Exchange controls present no problem to the British exporter. Furthermore, her record of payments is an enviable one. The British exporter need have less worry on this score than in almost any other market in the world.

Finally, although there are obstacles and they are ever changing, yet none is insuperable: certainly there are immense opportunities – as many United Kingdom firms have already profitably discovered. 'The pluses have it.'

AUSTRALIA AS A MARKET: THE FUTURE

The market for capital goods

S. C. Stout, Principal British Trade Commissioner, Victoria and Tasmania

AUSTRALIA IS AN INDUSTRIAL COUNTRY with an urban population. Today there are 58,000 factories employing more than a million workers, more than twice the numbers in 1939. This is over one-quarter of the total work force in Australia, and a higher proportion of workers in industry than in the United States. The total rated horse-power of motors and engines installed at these factories has multiplied four times since 1939.

Despite this expansion of industry, Australia is a major importer of the capital goods, equipment, plant and materials needed for its rapid development. Of total imports of £A1,188 million in 1963-64, less than one-fifth were finished consumer goods: the great bulk of the rest, amounting to about three-quarters of the total value of imports, was made up of capital equipment and producer materials.

Whatever view may be taken of Australia as a traditional market, it is no longer a market for traditional imports. Many of the goods imported, twenty and even ten years ago, are now made in Australia – and some of them are exported.

This growing and promising market for manufactures is competitive. Britain is still the major supplier, but in recent years its exports have not expanded at the same rate as those of its competitors. The United States, Japan and West Germany are steadily increasing their exports, especially in manufactures for industry.

On balance, British exporters have more advantages than disadvantages. Japan, it is true, is closer to Australia geographically and the western seaboard of the United States has a similar advantage; but there is little to choose in distance between Australia on the one hand and Britain, West Germany, and the eastern and central parts of the United States on the other. Over most of the customs tariff Britain has preferences, giving a distinct advantage over non-Commonwealth competitors. From long association with the market Britain has earned a reputation for quality, but the long association itself may have disadvantages. Some Australians seem to think that Britain takes the Australian market for granted and does not try hard enough. Others have the feeling that Britain is a little old-fashioned. These are factors which may have to be countered in a selling campaign.

Many of our competitors have worked hard to get into the market – and breaking in is always difficult. This hard work has earned for these countries the reputation of vigorous salesmanship, of going all out to please the customer. This is often contrasted unfavourably with the attitude of Britain.

Exporters should look upon Australia, as on any other market, as a place where the order goes to the one offering the right goods at the right price with the right delivery. If there is any sentimental preference for the 'old country' it should be looked upon as an uncovenanted bonus.

The rapid growth of industry has brought its own problems; despite the concentration of population in the towns and the high proportion of immigrants going into manufacturing, there are labour shortages in parts of industry, producing pressure on wage levels. Australian industry will increasingly need modern equipment, some of it automated, to overcome these shortages and to keep down production costs. Similarly, agriculture, which is increasing its output with an almost constant labour force, will continue to use mechanical aids and labour-saving machinery. The same can be said for building and construction, transport, shipbuilding and the service and repair trades.

In June 1963 the installed capacity of Australia's public electricity systems was 7198 mW. Demand for electric power has increased by about 10 per cent a year in the last decade, and the State electricity authorities and the other undertakings have development plans to meet the growing demands of the future. The present level of demand is expected to double in the next eight to ten years. Of the existing installed capacity, 72 per cent is thermal power plant, 26 per cent hydro, and the balance of 2 per cent is internal combustion plant. The thermal stations use local coal – the black coal of New South Wales and Queensland and the brown coal of Victoria. Tasmania is unique among the States in that its entire needs are met by hydro power.

Equipment for power stations

Britain has had a dominating position in the supply of equipment for power stations, but recently some orders have gone to our competitors, e.g. Japan and Sweden. Growing competition in this valuable sector of the market may be expected.

The expansion of output in iron and steel plants and additions to the range of products these plants make, lead to a demand for a variety of equipment. Major development projects for iron and steel production are costing about £A40 million a year. Steel production is approaching five million tons a year, and annual *per capita* consumption is 825lb.

The engineering and metal-using industry which employs about 500,000 workers (almost one-half the industrial work force), buys imported machine tools and other metal working machinery to the value of £A18 million a year, about one-third of which is from Britain. Motor vehicle assembly and construction, including the production of car bodies, has an annual output in excess of £A250 million. It seems very likely that Australian-made components and parts will be used increasingly in the future in the manufacture and

assembly of vehicles, and some expansion of capacity for accessories is therefore likely to follow. This should lead to further demands for tools and materials.

In addition to motor vehicles, Australian industry is manufacturing railway rolling stock, various kinds of earth-moving and excavating machinery, mining machinery, farm equipment and tractors, to name a few of the range of products. These metal-using industries are expanding and replacing old with new equipment.

There is also sheet metal working, pressing and stamping, the manufacture of pipes, tubes and fittings and wire and wire working, with an annual output of £A240 million. These factories and numerous engineering shops import most of their needs for capital goods. The United States is supplying an increasing share of the imported machine tools, but the bulk of these American imports are for the two American motor car companies in Australia.

Although Australia is producing a growing quantity of steel, imports of special steels amount to about £A7 million a year. Within this field there should be a continuing and growing market as some kinds of high speed, heat resistant and other special alloy steels are not manufactured in Australia. Britain is supplying about one-third of the imports; our main competitors are the United States, Canada, Japan and Sweden.

The production of food, drink and tobacco is the second largest sector of Australian industry measured by value of output. In this group, flour milling, baking and biscuit making is seeing some reorganization, with integration of milling and baking activities, resulting in the closing of small units and an increase in the number of larger units requiring imported equipment. Another section of this industry which is likely to expand and require more imported machinery is fruit and vegetable preparation and canning. At present most of the equipment in use is American. Imports from Britain are negligible.

There are opportunities in many other growing industries, such as chemicals, and the clothing and textile industries.

Australia is approaching a period of great development of its mineral resources. In the opinion of some, this period could be as significant as the discoveries of gold in the 1850's. Most of the recent mineral discoveries have been located north of the Tropic of Capricorn.

Mineral discoveries

Iron ore, now mined at the rate of five million tons or more a year, has been discovered in vast quantities in Western Australia. Estimates put the reserves at some 1,500 million tons.

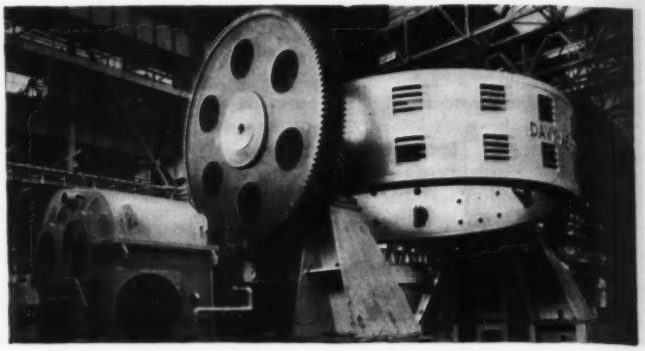
Bauxite is found in large deposits in Queensland, the Northern Territory and Western Australia. Based on these deposits, two aluminium enterprises are being developed and a third is planned. Each will include mining the bauxite, producing alumina, smelting aluminium and some fabricating.

Australian coal has been the most important mineral contributing to industrial development. There are extensive reserves of black coal in New South Wales and Queensland, where production exceeds 24 million tons. There are also very extensive reserves of brown coal in Victoria, where 17 million tons a year are mined.

Australia is the world's largest producer of lead, and a leading producer of zinc. Other minerals include copper, gold, rutile, ilmenite, tungsten, asbestos, tin and many of the construction minerals.

The mining industry, with its current and planned development, is a major user of imported equipment. This equipment covers specialized instruments for surveying, including aerogeophysical surveys, test bores and drillings, excavating, conveying and initial preparation of ores. It also includes construction plant of all kinds for site clearing, road making, and so on.

To sum up, Australia is now a thriving, growing industrial country, with great promise of further dramatic development. Capital goods and equipment for the further growth and development of Australian industry are needed and must be imported. British manufacturers are making and selling overseas almost all the plant and machinery Australia wants. We are ahead of the rest of our competitors in being Australia's biggest supplier. Future opportunities promise great rewards which can be ours. Others will certainly seize the opportunities if we do not.



Page 30 (Top): Massive trunnion ring, tilting gear and drive box assembly for 200 ton capacity oxygen converter furnace being built at the Sheffield Works of Davy-Ashmore Ltd., for the Newcastle N.S.W. Works of the Broken Hill Pty. Co. Ltd.

(Centre): A men's store display during British week in Brisbane.

(Lower): Fully automatic Colston dishwasher made by Colston Ltd., High Wycombe, Bucks., and marketed in Australia by Pye Industries, Ltd. Sydney.

This page: One of a fleet of Leyland Worldmaster buses supplied to Brisbane City Council by Leyland Motors Ltd., Leyland, Lancs.

AUSTRALIA AS A MARKET: THE FUTURE

The market for consumer goods

by N. A. Pinch, British Trade Commissioner in Queensland

WALK DOWN HIGH STREET, Any town, Australia, and believe your eyes. The evidence of a prosperous country is overwhelming and there is no need for elaborate statistics or word pictures to demonstrate the considerable improvement in living standards over recent years. Australia is one of the few countries outside Europe and North America where the standard of living is sufficient to support a modern consumer market.

Of course the growth of consumer goods industries in Australia has been a potent factor affecting the market for British consumer goods. Nowadays, for every £A1 spent on imported consumer goods £A8 or £A9 are spent on locally made articles. In many lines foreign competition is strong and growing, especially from the United States and Japan, though some of the novelty enjoyed by Japanese and American products is now wearing off.

Market for quality products

Nonetheless, imports of finished British consumer goods into Australia are today running at about £A60 million per annum. Books, fashion clothing, floor coverings, porcelain, gourmet foods, hand tools, costume jewellery, toys, cutlery, towels, crystal, stationery, musical instruments, special household and kitchen appliances – all these either do well already or should do well. British products generally are still regarded as being at the top end of the trade and, despite tariff protection, the higher the standard of living the better the quality product is likely to sell. Indeed, this modern, increasingly sophisticated and wealthy market must provide a valuable and continuing outlet for all goods with special appeal, whether quality, design or novelty.

But British manufacturers must not rely on a recognition of their reputation for quality being given automatically by future generations of Australians, either of Southern European or of British stock. Active promotion is essential, if the British share of the market is to be increased and the British quality image in Australia maintained. Retail stores are not only willing but keen to co-operate, provided (as said elsewhere) they get initiative and backing from the British manufacturer.

In particular, increased advertising has to be undertaken to counteract the very considerable press and magazine publicity bought by local manufacturers and by other overseas suppliers. There is increasing pressure by departmental stores for co-operative and partly sponsored advertising. Many departmental store advertisements, particularly of local products, are now financed partially or in full by the manufacturer.

Allowance must be made for the difference in climate, the much greater warmth and sunlight in Australia. For example, colours which appear brilliant in a Manchester winter may be inconspicuous in a Sydney summer. Consequently 'garish' colours and designs are in many cases the most suitable for Australian conditions, not only in the textile field but also, for example, in crockery and carpets.

Further, Australia is a young nation, because of immigration and the high birth rate. There is thus a strong and growing market for the type of goods required by teenagers and people setting up house. The form in which goods are presented is especially important when attempting to catch the eye of these groups.

One substantial advantage which Australian manufacturers have over overseas suppliers is that they are on the spot. Britain is 12,000 miles, and three months away from Sydney, and shipments can be subject to considerable and cumulative delays should difficulties arise at any number of intermediate ports. Both Japan and the west coast of the United States are thousands of miles nearer. British manufacturers must make every effort to despatch goods early and where possible, maintain stocks in Australia. Local stocks have resulted in greatly increased sales at a time when manufacturers of similar merchandise who have not established stocks have experienced set-backs. There is nothing worse than wanting to buy and finding none left.

Four large companies

A large part in Australian retailing is played by four large companies who operate in most States and most of the six major cities – Woolworths Ltd., Myer Emporium Ltd., G. J. Coles & Co. Ltd. and David Jones Ltd. Between them these four organizations account for well over £A400 million of a total annual retail sale of a little under £A2,900 million. Woolworths (no connection with the other organizations of that name) and Coles, are chain stores whose range of British merchandise is limited, but those lines which are carried are moved in considerable quantities. Myers and David Jones both operate departmental stores in most State capitals and other important towns. These, and other important departmental stores and specialist retailers, are represented in Britain through their own London buying houses or other buying representatives.

Exploiting British advantages

Given the extent of Australian manufacturing industry and of official policy for its encouragement and protection, there is little doubt that the mass markets for medium and lower grade consumer goods will continue to be supplied largely from Australian sources. But for the manufacturer of more sophisticated products it is a market worth cultivating. British exporters should concentrate on exploiting their advantages (which their larger scale of production confers on them). Quality, variety, design, novelty, fashion appeal – these are the selling points. Backed up by all the seductions of elegant packaging, display and advertising, it is these which will win exporters a bigger share in this affluent, expanding market.

Britain's future in the Australian market

Some Australian views

S. F. Ferguson, CBE, Adviser to the Australian British Trade Association, Melbourne

Mr. Ferguson has long and wide experience of British exports to Australia. Appointed Federal Secretary to the Australian British Trade Association (then the AABM) in 1927, he was Director from 1934 to 1962 and is now its Adviser. The CBE was conferred on him in 1962 for services to British-Australian trade.

DURING MY THIRTY-SEVEN YEARS of close association with British trade promotion in Australia, vast changes have occurred. These have been due chiefly to the sheer growth of the market, the development of new products, and the dramatic shift of emphasis within Australia from primary production to manufacturing, and from relatively simple to highly sophisticated industrial operations. British industry has played a vital rôle in all this. Such progress could not have been achieved so rapidly without substantial help from abroad, both in technical 'know-how' and capital; and the United Kingdom has contributed both in a greater measure than all other countries combined.

What, then, does the future hold for Britain's export trade? Firstly, one may confidently assume that Australia's population increase and economic growth will continue unabated; so the market will continue to expand. The trend will be for a growing proportion of the increasing imports to take the form of capital equipment, and then mostly of those types which cannot be produced economically in the quantities Australia requires.

However, this does not imply by any means that there will be no opportunities for trade in other classes of goods than those indicated. In a rapidly expanding market a smaller *percentage* is often a larger absolute quantity. For example, imports from the United Kingdom declined from 39.5 per cent of total imports in 1938-39 to 27.7 per cent in 1963-64, but they *increased* in value from £A.46 million to £A.329 million in the same period – and prices had not increased in *that* proportion.

When domestic resources are fully employed, as Australia's usually are nowadays, there is a tendency to expand faster than such resources permit. A big step forward in one direction in such circumstances often makes such excessive demands on labour and materials as to cause shortages elsewhere – shortages that can only be made good by increased imports. Wide-awake overseas manufacturers have been quick to detect and exploit opportunities of this kind which have occurred time and again in Australia since 1945, and will certainly occur again.

When an entirely new product is developed, there is usually a good market for it in Australia – until someone starts producing it locally, which may be many years later. The overseas manufacturer who is 'on the ball' can, and usually does, get good business in the meantime.

Beyond doubt the opportunities will exist for a further considerable expansion of British exports to Australia, provided British manufacturers' intelligence services and promotional methods compare favourably with those of their foreign competitors, for the pattern of the trade will be constantly changing. Every British firm can afford the time to review its approach to and representation to the Australian market. Are you quite sure yours is the best that can be devised?

The types of critical comment that seem to have predominated, in my experience, in the two post-war decades have related to broken delivery promises, neglect of correspondence, inadequate inspection before despatch, and failure of principals to visit the market or pay attention to suggestions by customers or agents for product improvement. British firms are not the only culprits. Why not let the other fellow make the mistakes while you make the profits?

A. W. Knight, CMG, ME, BSc, MIE (Aust.), Commissioner of the Hydro-Electric Commission, Tasmania

Mr. Knight has been the Commissioner of the Hydro-Electric Commission of Tasmania since 1946. He was previously the Chief Engineer of the Tasmanian Public Works Department, and designed Hobart's floating bridge over the River Derwent. Erected in 1943 this famous bridge remained in service until August 1964 – a period of more than twice its planned life. In 1963 Mr. Knight was awarded the Peter Nicol Russell Memorial Medal – the highest award of the Institute of Engineers of Australia.

THE ELECTRICITY SUPPLY INDUSTRY constitutes an important element in the national economy, and expenditure on new power projects forms a significant proportion of the total sum made available for capital works in the Commonwealth of Australia each year. At the present time the investment in the industry in all states, and including the Snowy Mountains hydro-electric scheme, approaches £A1,400 million, and expenditure on new works is running at the rate of about £A90 million per annum. All states except Tasmania rely for the most part upon orthodox thermal power for the generation of their electricity supplies, and the Snowy Mountains' hydro-electric scheme is under construction as a source of peak power for Victoria and New South Wales. Hydro-electric power developments call for appreciably greater capital investment than do thermal power stations, while their operating costs are much lower. Although experience in Tasmania in carrying out developmental works may not be untypical of all states, my remarks should be regarded as having particular application to Tasmania.

The Tasmanian Hydro-Electric Commission investigates, designs and constructs new power developments almost entirely with its own resources. As to the supply of the electrical and mechanical equipment associated with the power stations and sub-stations of the system, although a growing proportion is being manufactured

within Australia, the principal items are still imported from overseas sources. This Commission has customarily invited tenders for the supply of these items of equipment, and in recent years there has been a tendency for the share awarded to British suppliers to form a decreasing proportion of the total. I do not need to say that competition in this field has become increasingly keen, and new manufacturers have come upon the scene. After world-wide invitations to tender, the Commission has placed contracts in West Germany, Sweden, Italy, Norway and Japan as well as in Great Britain. Any public utility aiming to operate with maximum efficiency and with minimum cost will tend to award its contracts to the lowest bidder, quality and all other things being equal, and this has been the practice of the Hydro-Electric Commission. The straight out lowest tender is not necessarily the winner. The quality and efficiency of the product is a vital consideration. Electricity supply authorities customarily work to a programme of development devised to meet a forecast of load growth, and most are under constant pressure to meet an increasing demand. Hence, delivery dates, and the reliability of the supplier in meeting dates, are also of the greatest importance. The service which is provided by manufacturers during assembly of complicated equipment, during the tests and initial operation, and afterwards if defects should arise, is also taken into account.

By long tradition and through familiarity with technical and commercial practices, British manufacturers of electrical equipment enjoyed a favoured position in Australia and dominated the market for many years. As to the future, much will depend quite simply upon their competitive ability.

It is a common phenomenon throughout the world that the demand for electricity tends to double approximately every ten years, and in an expanding economy such as that of Australia, coupled with the effects of a vigorous immigration programme, the doubling period is somewhat shorter. This means that expenditure upon all kinds of development projects constantly increases and in particular, expenditure upon new power stations and hydro-electric power schemes. In this total expenditure, a significant proportion will be devoted to the purchase of heavy electrical and mechanical equipment from overseas. Nothing would give greater pleasure in Australia than that Britain should occupy a dominating position in this market by the manufacture and delivery of goods of traditional high quality.

Tarraleah Power Station on the River Nive in Central Tasmania. Most of the equipment was supplied by British firms.

Walter Scott, CMG, FIAM.

Mr. Scott is the governing director of W. D. Scott & Co. Pty. Ltd., international management consultants, of Sydney. He is chairman of the Decimal Currency Board and of the Australian Industrial Design Council, and national chairman of the Australian Productivity Council. He is also past world president of the International Committee of Scientific Management and past Federal and New South Wales president of the Australian Institute of Management. In 1962 he was awarded the contribution to the advancement of scientific management.

IN A DEBATE several years ago, the Australian Prime Minister, Sir Robert Menzies, made the comment that Australians are all the 'Queen's Men'.

This comment reflects the thinking of most Australians, for while the country is strongly nationalistic, people are proud of their association with Britain. In addition, the Australian's image of most British goods is one of high quality and craftsmanship, so there is no question that Australians are pleased to buy British goods.

However, as Lewis Carroll has written in *Alice in Wonderland*, it is often necessary to run just to stand still, and it is largely because many British manufacturers have not 'run' on this market, that Britain's market share has fallen from 49 per cent ten years ago to 28 per cent today.

If a country is to maintain her market share in Australia, her exports have to be in areas where the import demand is increasing. This means United Kingdom companies have to determine these specific areas and they then have to locate specific market opportunities within these areas.

What must, however, be remembered, is that all the world can now export to Australia and British exports have to compete with other countries already uplifting the design, appearance, appeal and quality of their products. Furthermore, other countries are increasingly studying the Australian market – what is involved, what are its preferences and what characteristics are necessary and/or appealing.

In a competitive market, locating opportunities and successfully marketing a product, is not a matter of chance and the companies who have done the best have usually carried out detailed market research.

Other countries are paying a great deal of attention to this aspect of finding out just what the Australian requires, and one of the significant developments in the last year or two, is the greatly increased amount of market research being done in Australia for countries other than the United Kingdom. Indeed, this seems to play a much larger part in their marketing operations than in those of the United Kingdom. What is more, this market research is being carried out in depth.

Australia has some very good market research companies who can assist with this and the British Trade Commissioners in Australia can give the names of such organizations.

At all levels of marketing today, the principle of making it easy for the buyer to buy is becoming paramount and British companies cannot afford to lag in the marketing race.

There are tremendous growth trends in Australia and British companies have significant prospects of sharing in this provided they grasp the opportunities which are ready here and waiting to be seized by alert and progressive organizations.

Charles Lloyd Jones, Chairman of David Jones Ltd.

Mr. Charles Lloyd Jones became chairman of this leading Australian retail organization in 1963, at the age of 31. David Jones Ltd. was founded in 1838 by the present chairman's great grandfather. Today it has 26 departmental stores throughout Australia and permanent buying offices in London and New York, employing over 11,000 people. D.J.'s, as it is generally known, carry large stocks of British consumer goods and they have actively participated in the 18-month British export promotion campaign by staging prominent displays of British goods in their stores and windows and including them in their press and TV publicity.

IN RECENT YEARS consumer demand in Australia has risen dramatically. To illustrate this point, retail sales of goods in Australia rose from £A2,100 million in 1956/7 to nearly £A2,900 million in 1963/64. This is mainly the result both of an increase in population and an increase in affluence. It would be logical to assume that British-made consumer goods, which have traditionally held pride of place with the Australian public, would have enjoyed much of this increased demand. However, our trade statistics show that Japanese imports have reaped much of the benefit.

Among the main reasons for the growth of Japanese exports to Australia is the fact that Japan is now exporting a greater variety of better quality goods than ever before and is putting considerable effort into her salesmanship. There is no doubt, however, that British consumer goods have a ready market in Australia and that probably British manufacturers have not taken the fullest advantage of their opportunities.

In almost every field of consumer goods traditional British names are held in the highest regard by the Australian public. In some instances these goods are not receiving the sales they deserve because little or nothing is being done by British manufacturers to promote their products on this market. Frequently British manufacturers who visit Australia for the first time are surprised at the size of consumer power in the Australian market, but until they make their first visit they do not recognize the potential. As a result, their general interest in and certainly their appreciation of the need for sales promotion is badly lacking. Certainly they should be prepared to spend money on promoting sales.

The first suggestion, therefore, is that British manufacturers of consumer goods should understand and appreciate the strength of consumer demand in Australia and take positive steps to promote the sale of their goods. It is often useless for them to think that this can be achieved through a local indent agent. This lack of understanding of the market is highlighted in the case of British cotton piece-goods, where the market has been lost to the Japanese because the British manufacturers are not keeping pace with the development of piece cloths quickly enough to meet fashion trends on the Australian market. Where the Japanese create special designs and meet special deliveries in four to five weeks, the same processes take between three to four months from the United Kingdom.

Another recent trend in Australia is for overseas manufacturers to establish their own factories in Australia, or have their products manufactured locally under licence. My impression is that in men's clothing and women's clothing and underclothing, British firms are not at present doing as much of this as manufacturers from other countries. In the men's wear field in particular, some of the well-known American manufacturers are producing locally and gradually establishing a reputation for their products. Perhaps more British manufacturers could give serious consideration to following this trend.

In a department store, the best merchants are those who spend most of their time dealing with their customers, so that they learn their customers' requirements. I believe that this same principle applies to those British exporters who are interested in building a business in Australia.

A flying start

by H. Woodruff, Commercial Counsellor, Canberra

AS WE HAVE SEEN from previous articles in this Supplement, Australia has attractions as a market which are not universally shared. In addition, British firms exporting to Australia enjoy certain advantages over other suppliers. Let us count our blessings, so to speak.

First, and perhaps oddly so at a time when the emphasis is on the up-to-dateness of Britain as a supplier, is our past. We have always been Australia's main source of supply, to a greater degree than now, and out of this has come a number of auxiliary benefits in the past. Our goods have a reputation for quality and our traders have a reputation for fair dealing. Commercial institutions, such as banks, insurance companies and shipping firms, have specialized in handling this volume of trade and have accumulated an expertize which greatly smooths its flow. The channels of distribution within the country are similarly well attuned to handling British goods. Furthermore, the close economic involvement with Australia has meant that the flow towards Britain of information about the market is full and prompt. Australian economic and commercial events are swiftly reported in London's financial press.

The sharing of the English language is a boon worth far more than the mere costs of translation and printing, although for a small firm these alone might be a significant factor affecting its export-mindedness.

The closest possible working liaison is maintained between the bodies responsible for establishing manufacturing standards in the two countries. Australian standards are based, in the main, on British standards and in those cases where Australian standards do not exist, the accepted standard is the British one.

The United Kingdom/Australia Trade Agreement of 1957 guarantees minimum margins of preference, 7½ per cent and 10 per cent, on most British goods. It also ensures for British exporters rights of access to the Australian Tariff Board, with its high reputation for impartiality, and rights (subject to certain exceptions) to levels of duty which will give them 'full opportunity of reasonable competition' with Australian manufacturers. In practice, Britain enjoys duty-free entry on about two-thirds of her exports to Australia and preferences, many above the minimum rates guaranteed under the Agreement and averaging over 10 per cent, on more than four-fifths of her exports.

Britain has been the main source of overseas investment in Australia. The gross inflow of British private investment into Australian companies since 1947 has totalled nearly £A1,000 million. Much, perhaps most, of this investment has expressed itself in the 500 or so subsidiaries of British firms manufacturing in Australia. Apart from the contribution which they may make to Britain's invisible earnings, they provide a channel by which British techniques are introduced into the Australian manufacturing complex, with an accompanying probability of association with British sources of equipment, semi-manufactures and components. They also offer advantages as outlets for some of the British parent firm's products, and possibly for associated lines.

Blessings are not infrequently mixed. It is misleading and dangerous to base a sales approach to Australia on the cliché that she is 'one of our traditional markets' and to leave it at that. Markets do not stand still, and the Australian market is changing more rapidly than most. To rely on tradition there is to run the risk of finding that one's trade has become a thing of the past. But it is equally foolish to make no use of the advantages that we enjoy. They are there to be built on.

Exporting to Australia

by Richard Bullard, Head of Australia Dept., London Chamber of Commerce

THE DAY when true merchanting was the dominant means of trading with Australia has passed, although the merchant houses have adapted themselves fully to the new conditions and now carry out many operations, such as confirming and agency, which were formerly largely outside their field. Local agents, acting either as commission agents or importers, or both, have become the main import channel servicing Australia's new industries and other import sectors, and this has been coupled with a growing tendency for retailers, such as department stores, to establish more buying offices here. Direct importing by manufacturers has also increased, and opportunities to supply the requirements of capital schemes, advertised by tender, have also gradually expanded.

The object of this article is to give a brief picture of the comprehensive range of services available to any British firm wishing to export to Australia for the first time or to expand its existing trade. In the first place it is necessary to ensure that the most suitable channel is employed, taking into account the nature of the product and the resources of the exporter. In this respect there is available first-class disinterested information, based on long experience and up-to-date knowledge of present day conditions, from both Chambers of Commerce and the Board of Trade itself. They can, moreover, when the exporter has decided on the method he thinks most suitable, provide the necessary introductions and background information.

Consultation of this kind is essential initially, for, as will be seen from the diversity of methods outlined in the following paragraphs, there is a wide choice.

Developing the market

For the British supplier of raw or partly processed materials, or equipment, the development of the Australian market requires intense market research, frequent visits to Australia, and either the mounting of a major sales campaign in collaboration with a selling agent, or a pattern of manufacturers' agents, the formation of a subsidiary Australian company, or an arrangement with an Australian company to manufacture under a licence or similar agreement.

Suppliers of British goods to Australia who have not developed their own export organization have available to them the services of many export houses with long experience, and the use of this channel is very likely desirable even though they have appointed an overseas agent. A great volume of business continues to be handled through the export merchant, who can offer many advantages including a current knowledge of the Australian market complex, expertise in export procedure and tariff conditions, and prompt payment for the goods even though credit may be wanted by the buyer. The illusion sometimes persists that selling through a merchant may raise the end price unduly, but in fact, bearing in mind the expert services provided and the normally small profit margin, in many instances this is the most economic method of selling. Advice on a suitable export house with full expert knowledge both of the product and the market may be obtained from, for example, the British Export Houses Association or the London Chamber of Commerce.

Many manufacturers who themselves visit Australia or book orders through their local agent also use the export house acting as a buying or confirming house. These firms are often required by the Australian buyer to seek suitable suppliers here for their needs, and in these circumstances would pay for the goods, and, if needed, attend to the necessary documentation and shipping. A great deal of Australian business is conducted under this system.

Shipping and forwarding agents may also specialize in certain markets, and their long experience of shipping, documentation, customs and tariff formalities are available to exporters.

The principal services to exporters which British banks provide comprise financial help and the provision of methods by which payment may be made for exported goods with minimum risk to the seller. In this context the responsibility of a buyer and seller in an overseas transaction is largely governed by internationally recognised trade terms but transactions may also be governed by standard contract terms applicable to individual trades. In addition British banks now subscribe to the provisions of Uniform Customs and Practice for Documentary Credits, a code drawn up by the International Chamber of Commerce to help regulate payments procedures.

For example it is often arranged that the documents giving title to exported goods, namely the Bill of Lading, the insurance policy, consignors' invoice plus any specification and certificates (value and origin, health, etc.) that may be required, should be given to the overseas buyers at the time when the goods are available to him and payment should be made. On the exporter's behalf, a bank would send these documents direct to a correspondent bank in the country of destination together with a Bill of Exchange calling for payment 'at sight'. Similarly through its correspondent bank a British bank is able to supervise goods which have been exported on consignment terms which call for payment only after they have been sold by the exporter's overseas agent.

The manner in which banks assist the financing of exports varies from overdraft facilities to cover periods of waiting for payment of goods having been sold on 'sight draft' terms, to discounting, by agreement, accepted Bills of Exchange, that is to buy them with recourse to merchants should defaults arise – for their face value less charges based on interest rates. In other cases banks will 'negotiate' Bills of Exchange – that is, pay the exporter the amount of the Bill, less interest, against the surrender of shipping documents at charges based on commission and interest rates. All these methods of financing exports can be studied in detail in a number of guides to traders produced by British banks.

Insurance facilities

The insurance world helps exporters of the main types of goods which flow from Britain to Australia in a number of ways, but principally by providing marine insurance for goods in transit, including storage. The liability for insuring goods is determined by the contract of sale. In negotiating insurance cover, most exporters need the services of a good insurance broker. This branch of the industry traditionally combines with underwriters in providing complete insurance facilities for those engaged in international trade. A broker moreover is able to advise the individual exporter of the best terms of cover available and also the best services available to him in the marine insurance market.

The London Chamber of Commerce through its long established Information and Customs Departments, its Import and Export Merchants' Section, and the Australian/New Zealand Section, has specialized for many years in the interpretation of trade terms in their many forms and the ever changing mechanics of exporting and importing.

EXPORT INQUIRIES

Most of the detailed information which British traders may need to help them sell their goods overseas can be obtained by contacting the nearest Regional Office of the Board of Trade or the Export Services Branch, Hillgate House, 35 Old Bailey, London, E.C.4. (Tel. City 5757).

It may save you time if your export inquiries are sent in the first place to the Board of Trade rather than to Trade Commissioners or Commercial Officers overseas. A list of addresses of Regional Offices of the Board of Trade was given on page 4 of January 1 issue.

The Australian British Trade Association

by D. C. Douglas, Director, Australian British Trade Association

THE AUSTRALIAN BRITISH TRADE ASSOCIATION has been in continuous existence since 1910. Throughout its history the Association's effectiveness has been based on individual and corporate members, from whom it has derived finance, experience, contacts and office-bearers who make a tremendous voluntary contribution to Anglo-Australian trading relations. In addition to these 'grass root' foundations an expert staff has been built up providing the benefits of continuity and experience.

Some current activities are summarized below:

Tariffs

The Association has for many years been the recognized channel through which British industry has been represented at hearings of the Australian Tariff Board. Under its Trade Agreement with Britain the Australian Government is committed to 'the principle that protective duties shall not exceed such a level as will give United Kingdom producers full opportunity of reasonable competition on the basis of the relative cost of economical and efficient production' and, in addition, to give British producers 'full rights of audience before the Australian Tariff Board'. Most British firms find that the best way of defending their interests before the Australian Tariff Board is to be represented by the Association whose staff includes recognized experts on Australian tariff practice and policy. Similar considerations apply even more strongly to British firms affected by applications for emergency tariff protection submitted to the Special Advisory Authority, because that body is under a statutory obligation to conclude its investigations within 30 days.

Recent Tariff Board inquiries in which the Association appeared for British firms include:

D.C. electrical generators exceeding 250 kW.
British Electrical and Allied Manufacturers' Association.

Honing machines
Machine Tool Trades Association.

Elastic and elastomeric fabrics
Rouquinet Ltd.
Clutsom & Kemp Ltd.

Processed continuous filament man-made fibre yarns
John Heathcoat (H. & O.) Ltd.
Sewing Silks Ltd.
British Depa-Crepes Ltd.
Mutual (Filaments Division) Ltd.
Silk and Man-Made Fibres Users' Association.

Pigments and colour lakes
Geigy Co. Ltd.
Johnson, Matthey & Co. Ltd.
Blythe Colour Works Ltd.

Bubble levels
Elliott-Lucas Ltd.
Rabone-Chesterman Ltd.

The Association can claim some success over these inquiries. Of the four on which the Tariff Board have so far completed their investigations two inquiries have resulted in reductions of duty and in the other two there has been no increase.

The Australian Tariff changes frequently and thus many British firms find it useful to seek the advice of the Association's experts on the classification of particular goods for tariff purposes.

Promotion of new business

The Association has co-operated fully in the 21 months' trade promotion campaign described in Mr. Arnold's article, in particular by assisting the Trade Commissioners to obtain the support of stores to put on special displays of goods in British Weeks, by organizing social functions, including Scottish Banquets that were a prominent feature of the promotions in all State capitals, and by arranging press interviews, television shows, etc.

It plans to help to continue this general promotion of British exports to Australia, in co-operation with other private organizations and the British Government, for example by assisting with exhibits by individual British industries at specialist trade fairs.

Public Relations

The Association plays a valuable role by providing platforms for speakers and by its freedom to enter press controversies, and to speak as an organization founded in Australia.

Investment

An Australian Manufacturers' Division has been formed to cater for the interests of British manufacturing subsidiaries in Australia and to encourage further investment.

Other activities

The Association is represented on both the British and Australian Action Councils which are dedicated to the improvement and strengthening of British-Australian economic relationships. It also nominates representatives to the central Council and various sub-Committees of the Standards Association of Australia. Australian Standards in certain fields (e.g. electrical appliances) may virtually exclude British products.

The Association made two separate submissions – one general and the other on investment from overseas – to the Committee of Enquiry into the Economy established by the Australian Government in October, 1962. This Committee, which is under the Chairmanship of Dr. James Vernon, is examining all aspects of Australia's economic and commercial development.

The financial support received from HM Government has enabled many of the services detailed above to be commenced or strengthened and the Association is now more able than ever to assist British exporters to or investors in Australia, and consequently to deserve their support. It is capable of continuing to make a real contribution to Britain's future in the Australian market.

The British Council of the Association

The needs of the 575 British members, which include 50 trade associations, are serviced by a British Council with offices at 42 Leicester Square, London, W.C.2., where the staff is headed by the Director (UK). The Council, 30 strong, is comprised of senior representatives of companies and trade associations. In addition to manufacturing industries, representatives of banking, shipping, and confirming house interests, and officials of the Board of Trade sit on the Council which is, therefore, broadly based and well-qualified to speak for British exporters to Australia.

Positive assistance is available to members in the three main fields of the Association's activities as outlined above, namely tariff, trade promotion and also trade/agency inquiries. The Director (UK) will welcome opportunities to meet interested parties for the purpose of evaluating, with the advice and assistance of the staff of the A.B.T.A. in Australia, the prospects for promoting any particular goods or types of goods. As well as handling tariff work, insofar as formal Tariff Board Inquiries are concerned, assistance is given to the British exporter in other matters affecting the regulations covering the import of goods into Australia, including anti-dumping allegations, valuation of goods for Customs purposes, and entry at reduced concessional rates. Activities in trade inquiry work are complementary to those carried out by the Trade Commissioner Service and in this regard it will be noted that special services have been rendered in this field over many years as the Agents in Australia of the F.B.I.

The Director (UK), Mr. K. Wallis, has visited Australia twice in the past two years and operating within the framework of a service organization that has operated there for over half a century, is well placed to assist the British exporter in this important market.

Membership of the Association by British Companies in both the manufacturing and non-manufacturing spheres is a real asset if the valuable Australian market is to be developed along the right lines and if Britain is to win an increasing share of the considerable trade opportunities.

Mr. Val Howard, acting Chairman of the Queensland Council of the Australian British Trade Association, making a presentation for a store window display during the British Week luncheon in Brisbane.

Lord Baillieu, Chairman, British Action Council (right) and Mr. Leslie Atkinson, Chairman, Australian Action Council at a Joint Australian-British Action Councils meeting at Sydney in September last year.

BRITAIN'S FUTURE IN THE AUSTRALIAN MARKET

The Australian - British Action Councils

by Lord Baillieu, Chairman, British Action Council and L. Atkinson, Chairman, Australian Action Council

THE AUSTRALIAN-BRITISH ACTION COUNCILS were formed in 1964 as a result of the deep concern of businessmen and industrialists both in Australia and Britain at the decline in trade and in other relationships between the two countries. It was felt that some new, positive, and urgent action was necessary by businessmen themselves to come to grips with the situation on a realistic and practical basis. The original proposal to establish some new machinery to deal with the position was made at a meeting held in Sydney the previous year on the initiative of the Federation of Commonwealth Chambers of Commerce, as a result of which Action Councils were formed in both Australia and Britain, particular emphasis being placed on the intention of both business communities that the operations and activities of the councils should be planned on a mutually co-operative basis.

The main aims of the Action Councils are:

Firstly, to improve mutual understanding and friendship between Australia and Britain.

Secondly, to revitalize the image of Britain in Australia and to promote Australian interests in Britain.

Thirdly, to promote trade and investment.

In pursuing these aims the Action Councils have the support of forceful and influential organizations, including the Federation of Commonwealth Chambers of Commerce, and, in Britain, the Federation of British Industries, The Association of British Chambers of Commerce and the Australian British Trade Association. In Australia, the Associated Chambers of Commerce and the Associated Chambers of Manufacturers are the main supporting organizations. The Governments in Australia and Britain have given formal assurances of their active encouragement and support.

In order to come to grips immediately with what then appeared as the basic problem of declining trade between the two countries, a conference of interested businessmen was arranged by the British Action Council and held in Birmingham on June 4, 1964. The main conclusion reached was that despite the benefits of preferential tariffs, the British share of Australian imports had dwindled mainly due to a failure to seize the changing opportunities. It was recognized that the pattern of demand in Australia has altered radically. As industrialization progresses, the scope for imports of consumer goods has diminished and competition for the share open to overseas suppliers has become greatly intensified.

The first joint meeting of the Australian and British Action Councils was held in Sydney in September 1964 just before the opening of the British Exhibition. The meeting ranged over the wide horizon of Australian-British trade, investment, tourism, and migration. The main result of this discussion between the two business communities was a greater awareness that the growing industrialization of Australia has radically changed what was described recently at the Birmingham Conference as the 'Australian-British Trading Partnership'. It was recognized that Australia's industrialization owes a great deal to large-scale transfers in recent years of British capital, men, and skills. Overseas investment in Australian industry has played, and is playing, a vital part in her development. It has been estimated that £2,000 million of private investment in Australia is from overseas sources, and no less than two-thirds of this has come from the United Kingdom. Hundreds of major British industrial concerns have established associated or subsidiary manufacturing companies in Australia, which is rapidly expanding its exports, not only of primary products, but also of manufactured and processed goods as well. Thus what was until very recent years a simple trading relationship between Australia and Britain – two separate economic units exchanging their products – has evolved into a more complex partnership, with British industries manufacturing in Australia (and some Australian companies manufacturing in Britain), and Australia actively expanding its exports to, and its imports from, third countries.

These considerations were in the minds of delegates at the joint meeting of the Action Councils in Sydney and prompted an important proposal made at the meeting. It was agreed that the principal joint aim of the Action Councils is to promote the maximum development of a modern economic partnership of the two countries. It was felt that this development would surely come not only from the expansion of each partner's sales in the other's internal markets, but also from Australian-British enterprise selling in markets outside the partnership, and it was decided that the Action Councils should explore new ground in examining possible areas of expansion of joint exports to third countries.

Continued on next page

That this suggestion had the fullest support of the two communities is evident from the wording of the joint communique issued at the end of the Sydney meeting, which reads as follows:

Britain is directly and inextricably concerned with Australian prosperity. In reverse this was true of Australia's economic development to an even greater extent. The continuation of Australian economic growth was vital to British trade and Britain should play the fullest part in providing more capital and know-how in a new industrial partnership with Australia to export jointly to the huge markets to the north in Malaysia, India, Pakistan and other parts of South East Asia. This industrial partnership was the most promising and effective way of expanding Australian-British exports to third countries in these areas. The Councils decided to examine the great possibilities of this new approach to the joint development of Australian and British trade as a first priority of their programme.

The primary concern of the Councils had thus shifted its focus from the decline in trade between two countries to the rise in joint industrial enterprise in the two countries. Britain and Australia should henceforth form an industrial partnership to export jointly to the potentially huge markets in the developing countries of South East Asia. This is an inspiring and challenging aim and one which the Joint Action Councils are determined to pursue with all the resources at their disposal.

BRITAIN'S FUTURE IN THE AUSTRALIAN MARKET

Game, set and match, Australia and the British exporter, too

by H. Birtles, CBE, Director, Export Services Branch, Board of Trade

WHEN, QUITE CONTRARY to the pre-season prognostications of the pundits, the Australian test team retained the Ashes last summer, all their runs were scored with British-made cricket bats. (For what it is worth, the pads which helped withstand the onslaughts of Fred Trueman & Co. were made here, too.) On the centre court at Wimbledon, almost invariably the triumphs which have been achieved year after year by the never-ending but always welcome succession of Australian champions, male and female, have been assisted by the incomparable performance of British-made tennis rackets. Is there a lesson to be learned from this? It must be that Australia wants only the best, and when the best is British, will buy it here.

But you have to sell, and this is a rather different proposition. As a reader of this Supplement you have gone carefully through all the information which it offers until you have come to this point. Because you have exercised time and patience in doing so the chances are that you are in manufacturing industry turning out a first-rate product, but that you have never tackled Australia. There will be a variety of reasons for this and all of them sensible. Nevertheless, from what you have read it is probable that you have come to the conclusion that there could be real opportunities for your product there. How are you to go about it?

There is no simple answer to this, and anyone who suggests that there is would be doing you a disservice. Old fashioned ideas about Australia can persist in Britain among many who have never had the opportunity of visiting that dynamic country. It is a long way away, true, but the distance no longer need be an inhibiting factor and you can fly to Sydney in 26 hours. The voices of Australian opera singers have echoed round the world and the impact of the Australian school of painters has left its mark in Europe and America. Australia is used to the best and when it buys, whether in the industrial, consumer or cultural fields, is only prepared to consider the best.

This suits me fine, you may say, because the product which I make cannot be foot-faulted for quality, is the last word in design and competes with anything comparable on price. But how is it to be placed on the Australian market? I have heard so much about tariff difficulties, Japanese, West German, United States and other competition, apart from the fact that the Australians may, themselves, set up a factory to make rather similar products to mine, that even to form a judgment whether or not it may be worth making the effort is difficult.

Not really difficult though if you are prepared to take the Board of Trade into your confidence and let it do a good deal of the information-gathering work for you. A good deal of what you need is probably on record anyway. The Board of Trade can tell you whether in principle there is a market for your product and give you a good indication of the strength of the competition which already exists, whether it be indigenous Australian, other British, or from other countries. If this information establishes that there is a potential market for you then the next thing to look at is the tariff and import position because this is going to affect vitally the price at which you can sell in the Australian market. All this information is already on record in the Board of Trade and in other than the most complicated cases is obtainable simply by picking up a telephone, or dictating a short message on the Telex to the nearest Regional Office of the Board of Trade (list on page 47) or to the Export Services Branch (see page 18). It is as simple as that.

Where do we go from here? No-one can sell anything in any overseas country without having someone on the spot in that country to look after his interests. The biggest industrial organizations may have the resources to set up their own subsidiary companies in the market. For the bulk of British industry, however, selling in Australia means appointing a good local agent because a high proportion of Australian imports are dealt with this way. The Board of Trade can take the arduous time-consuming and often expensive chore of making the right initial contacts out of your hands and do it for you. There is going to be plenty for you to do anyway when the right contacts have been established.

When you have reached this point, however, you may come to the conclusion that the direct export of your product to the Australian market is not for you because, for particular reasons such as high freight rates, the level of the import tariff and so on, it could never be competitive. Nevertheless, you know that, given a competitive price, there would be a good market. Well, there is a way round this, and again the Board of Trade will do the initial exploratory work for you. The way is manufacture under licence in Australia whereby on agreed terms you license an Australian manufacturer to produce your product there and you draw a specified remuneration from him for doing so. The Board of Trade has a good deal of information about such arrangements and can do its best again to secure you the right initial contacts. It cannot negotiate your agreement for you, nor would you want it to. Usually the final setting down on paper of the terms on which your product is to be manufactured in Australia may be the easier part of the job. The real problems and work go into establishing connections with the right contacts with the right background to do your job for you. Much of this probing work can be organized for you by the Board of Trade.

In what other ways can the Board of Trade help? There are too many to list in great detail. Help with visits to Australia, commercial status information, market reports, samples and so on are just a few of them. The Board of Trade also publishes the *Export Service Bulletin* daily. This in itself is a provider of business contacts and actual business for a wide field of British industry. You may be interested to know that the detailed up-to-the-minute opportunities from Australia which can be quickly translated into firm orders appear in almost every issue throughout the year, without taking into account those from the rest of the world.

Lastly, you have an inestimable advantage which gives you ten yards start in a hundred over your competitors in the race to sell in the Australian market. Australians speak English and understand pounds, shillings and pence, even if the exchange rate is different and they don't use half-crowns. Why throw this and other advantages away? Want to know more? The Board of Trade will tell you.

The Trade Commissioners

by L. A. C. Newns, British Trade Commissioner in South Australia and the Northern Territory

TRADE IS OUR BUSINESS. Is it yours? If it is, how can the Trade Commissioners help you? What exactly do we do?

Trade Commissioners are at one end of a highly-organized network of communications. The Export Services Branch of the Board of Trade is the switchboard, and other lines of communication go out to the Board of Trade's Regional Offices, and to all firms in Britain interested in exports, both visible and invisible. At our end, in Australia, we are the commercial section of the British High Commission, working closely with our colleagues in the Information Service, and also with the Australian British Trade Association.

Australia is a federation of six States. There are Trade Commissioners in five of them, while the Trade Commissioner in Victoria covers Tasmania as well, where he is assisted by a Trade Correspondent on the spot in Hobart. We all work under the general direction of the Senior Trade Commissioner, whose office is in the Federal capital, Canberra.

You will find our addresses on page 18.

The song says 'You'll get no promotion this side of the ocean'. But the writer had never heard of Trade Commissioners. Export promotion is our main job.

Our work falls into two groups: that which arises because British or Australian firms seek our help; and that which we initiate ourselves. The latter includes detecting and reporting all developments affecting trade, in particular new trade opportunities, and keeping a weather eye on the activities of Britain's competitors.

We aim at speed, accuracy and early warning. We maintain close personal relationships with end-users of plant and equipment and materials, whether public bodies or private business. We are in touch with Government policy-makers. The Senior Trade Commissioner's office prepares a quarterly Australia-wide economic report. It is short – about 250 words – and it is written for your benefit with your needs in mind.

We initiate and organize special promotions in Australia, like the recent British Weeks.

Above all, we welcome your visit here in person. For in this way you will see for yourself what the opportunities are – and how your competitors are grasping them.

We invite you to a game of 'twenty questions': do any of the following questions sound like yours?

* I have had an inquiry from Goodman and True Pty. Ltd. of Adelaide; is this firm sound and reliable?
* Our firm are suppliers of mining machinery. Could you give me an assessment of the future development of the mining industry in Australia?
* Our firm has just perfected a new type of table-top which is unscratchable, unburnable and acid-resisting. Is there a market?
* What is the best course for me to adopt to break into the Australian market for high-quality ladies' cardigans?
* Can you suggest a suitable Australian firm with whom I might associate for the local manufacture of dry cleaning machinery?
* Can you provide me with lists of importers of synthetic resins?
* The performance of my agents in Australia has been declining recently. Can you suggest why?
* Can you introduce me to a good agent for nucleonic equipment?
* I have heard that the Japanese are shipping large quantities of motor cycles to Australia. Can you give me details?
* How do the prices of my power tools compare with those of my competitors in other countries supplying Australia?
* My firm is thinking of setting up a factory in Australia. Could you give me an outline of the Australian Government's policy towards overseas investment?
* We make special electric motors. I am paying a visit to Australia in two months' time. Could you suggest any firms or Government officials I might meet, and could you give give me introductions to them?

Not quite 'twenty questions'. But if yours is not among them, why not try it on us – the initial points of contact are the Board of Trade's Regional Offices or Export Services Branch (as the answer may be already in Britain)?

Telling helps selling

by A. C. Hall, Director of British Information Services, Canberra

'HOW CAN a *Government* information agency help an export drive? Above all, how can they help *my* company to get established in the Australian market?'

Like other Government services abroad, the British Information Services are firmly committed to helping British industry gain more export business. Our directive is to explain, support, and gain acceptance for the policies of the British Government; and thus to create a climate of opinion favourable to British enterprise and endeavour through which the maximum publicity for British products may be achieved. Telling, in fact, helps selling.

The B.I.S. works through the media of television, films, other visual publicity, radio, the press and printed word to project the view of Britain as a country in the forefront of industrial and technological achievement, whose scientists, designers and manufacturers – and the products they devise and create – are outstanding. In short, that it is good business, and not just sentimental to look for the label 'Made in Britain'.

After a favourable climate for British goods has been created, there remains the task of selling an individual firm's products.

The B.I.S. in Australia work through a headquarters in Canberra and five regional offices covering the whole country. Information staff (who are recruited from trained journalists or from people experienced in other information techniques) share office accommodation with their Trade Commission colleagues and work closely with them.

A weekly publication *British Industrial and Trade News* is sent to key people in the press (including the editors of some 200 trade and technical journals and industrial and specialist editors of the leading dailies) as well as to influential people in industry and the Civil Service.

In addition specialized bulletins covering broad industrial groups, such as electronics, processed foods, plant and machinery, are distributed to purchasing agencies, Government Contracts Departments and similar likely customers.

Documentary films, both those commercially sponsored and those commissioned for the British Government by the Central Office of Information in London, are shown as part of this drive to make Australians aware of British progress.

The individual manufacturer or businessman will find that the Government services can do a great deal to help him to sell his products. The first step is to make contact with the Export Services Branch of the Board of Trade in London (see page 18), whose staff can give expert advice about the best ways of putting a particular product on the Australian market, and are familiar with the resources of the B.I.S. A visit to the Central Office of Information (at Hercules Road, S.E.1) to see something of the industrial and trade promotion work that is being done, would also be worth while. The C.O.I. draws much of its material direct from industry and a considerable proportion is published in Australian papers and magazines. The Overseas Controller is incidentally himself an Australian and has worked with the B.I.S.

In addition, the six B.I.S. offices are always glad to advise on local publicity media and public relations problems. Their services cost nothing and they exist to help the sale of British goods. *Why not make use of them?*

Using our assets: what has been done?

A 21-month trade promotion– was it worth it?

by F. B. Arnold, CMG, OBE, Senior British Trade Commissioner in Australia

FROM FEBRUARY 1963 to October 1964 there was – for the first time – a planned, countrywide British promotional campaign in Australia. Together, British industry and the British Government attacked in turn all six State capitals and the Federal capital, Canberra. Why?

Some of the answers are given elsewhere in this issue – the growth performance, and the growth potential, of Australia; her importance as a market for Britain; our stationary position in this market, in contrast with our competitors, and in contrast with our own achievements elsewhere. But also:

* the time is past – if it ever existed – when 'Made in Britain' will sell on merit alone;
* active promotion is as necessary in a Commonwealth country as in a foreign country;
* the same effort is needed to retain a traditional market as to penetrate a new one.

The campaign's objectives were:

First: to promote British exports;

second: to root out any notion in Australia that Britain is a back number;

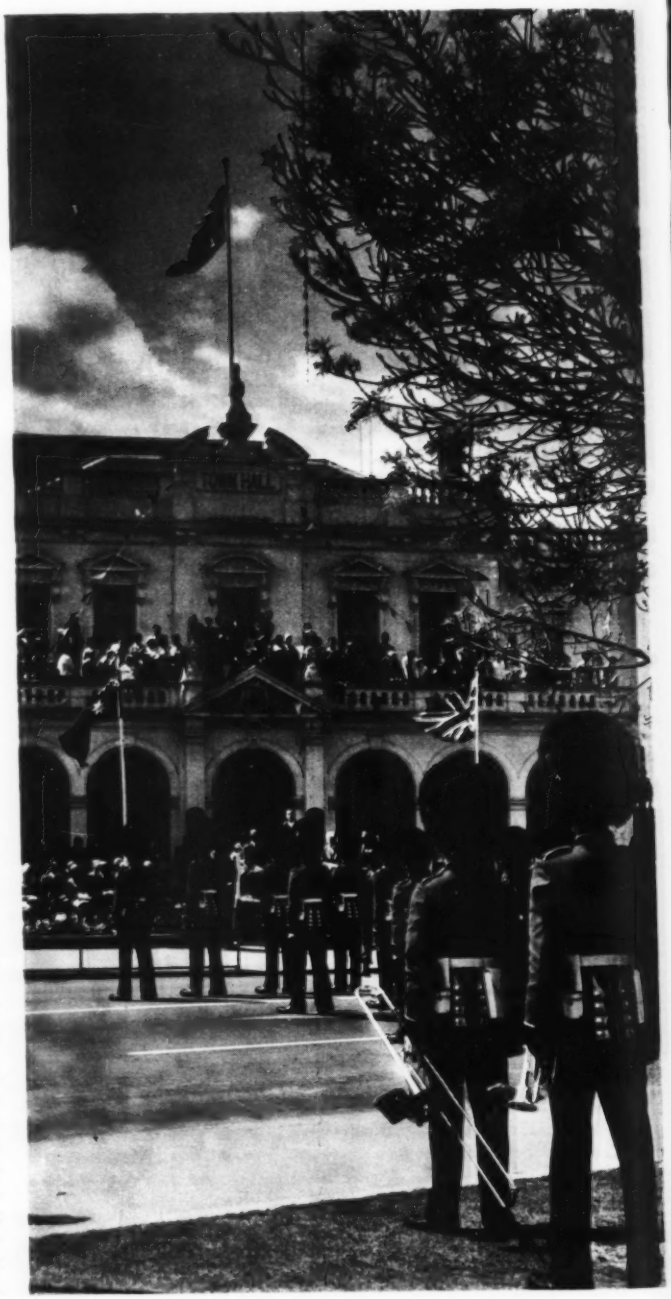
third: to destroy any idea that Britain is not interested in the Australian market;

fourth: to demonstrate and strengthen the many economic, social, cultural and political links between the two countries.

Each of these objectives was important in itself. They were also interlocked. A marketable asset in any business is 'goodwill'. It is a declining asset if your customer gets the idea that you are out of date, or not interested, or that he gains little benefit from the connection.

We started in Melbourne in February 1963 with a British Pavilion at the 2nd Melbourne International Trade Fair. Organized by the Trade Commissioners at Melbourne, this was by far the largest Pavilion at the Fair, occupying one-third of it. The products of 200 British firms were displayed.

Between September 1963 and August 1964 British Weeks were staged successively in four State capitals, Adelaide, Hobart, Brisbane and Perth, and in the Federal capital, Canberra. This form of promotion was adopted following a promising experiment in Adelaide in 1961. The Weeks were organized by the British Trade Commissioner in the State, backed by the Board of Trade in London, and on the spot by the British Information Service, the Australian British Trade Association, the British Travel Association, and the British Council. The help given by the State and civic authorities, by the press, radio and television, and by local societies, was outstanding. Participation by stores and shops – once they were convinced we meant business – was in most cases enthusiastic.



Opening ceremony of British Fortnight in Parramatta.

On September 25, 1964, in Sydney, the campaign reached its climax – the British Exhibition Australia, with its attendant Fortnight and Military Tattoo, organized by British Overseas Fairs Ltd. Opened by the Prime Minister, Sir Robert Menzies, and visited by HRH Princess Marina, Duchess of Kent.

The results of the Exhibition, so far as they can be immediately apparent, are given by Mr. Edwards on this page. It remains to assess the other events in the campaign.

There can be no doubt about their success in the broader objectives of promoting Britain, and strengthening our links with Australia – the 'goodwill' side of the business.

The Pavilion at the Melbourne Fair was seen by 320,000 people. It contained the most popular draw-cards of the Fair – Donald Campbell's world-record Bluebird boat, and his Bluebird car which was about to attempt, and has since achieved, a world record. For this reason, and because of the size of the Pavilion and the quality of many of its exhibits, the Fair became jocularly known as 'The British Fair'.

In Perth in the West, the Week started as 'British Trade Week'; by half-time the commentators were calling it 'The British Festival', ranging, as it did, from Sir William Walton and John Ogdon to the Everton football team. In the far South, in Hobart, a Tasmanian presented the Trade Commissioner with a book inscribed: 'It has been an almost unbelievable Week. We hope the vital picture you have presented will never be forgotten.' In Brisbane in the North, an unprecedented crowd of 30,000 lined King George Square and nearby streets for the opening ceremony – a march of Australian troops headed by the bands of the Scots Guards and Australian Northern Command. The Queensland Branch of the Australian Institute of Public Relations gave this British Week the award for the best public relations operation of the year in Queensland.

The trade figures will give the final verdict, but there have been some immediate pointers. For example:

* In Melbourne the exhibitors of British **chinaware** were astonished at the volume of interested inquiries. They found themselves in the position of referring inquirers to the retailers, knowing that the latter had not the stocks to meet the demand.
* In Adelaide we had a **novel refrigerator** on display in a showhouse. The agent sold every model in stock and had to call on all other Australian branches for supplies.
* In Hobart a manufacturer who had not previously tackled the Tasmanian market staged a display of women's **quality raincoats.** The store sold out and cabled a repeat order.
* The Week in Brisbane was held in April. A leading **jeweller** whose stocks are 85 per cent British, found that his sales that month rose practically to the Christmas level.
* In Canberra a retailer who purchased for the Week exceptionally large stocks of British **fashion fabrics,** virtually sold out and has renewed his stocks at a much higher level. Another store had the same experience with a line of **high-class furnishing fabrics** which continues to sell handsomely.
* In Perth a store displayed goods selected from the **London Design Centre.** It was so pleased with the extra sales achieved, and new accounts opened, that it wishes to follow up with a further display in the immediate future.

'Follow up' is the key expression. On the evidence, we have made a good start. The Weeks (inevitably) and the Melbourne Pavilion (as it turned out) were mostly consumer goods promotions. They established:

First: that although far the greater part of the consumer goods market is met by Australian production, there is a valuable and continuing demand for imported goods with special appeal, such as quality, design or novelty;

second: that the British share of this market can be increased by active, imaginative promotion;

third: that the retail stores are not only willing but keen to co-operate in this promotion – **provided they get from the British manufacturer the initiative and the backing they look for.**

Among the public, these promotions stimulated new interest in British products, and created immense goodwill.

So the opportunity is there. Are we going to seize it?

USING OUR ASSETS: WHAT HAS BEEN DONE?

British Exhibition Australia 1964

by W. P. N. Edwards, CBE, Managing Director, British Overseas Fairs Ltd.

THE BRITISH EXHIBITION AUSTRALIA 1964, held in Sydney, was the climax of the twenty-one-month Australia-wide promotional campaign described in the previous article. It was the biggest and almost certainly the most successful operation of its kind ever undertaken by Britain overseas. It had three separate but closely related elements – the British Exhibition, the British Fortnight and the British Military Tournament and Tattoo.

Although the overall direction and organization of the whole operation was the responsibility of British Overseas Fairs Ltd., it was essentially a team effort in which Government and Industry worked together to achieve a common objective. Especially gratifying was the wonderful co-operation given by Australians themselves – from the Prime Minister downwards. What started out to be a British Exhibition became increasingly a British/Australian operation as the project got under way and this in itself emphasized the underlying purpose of the whole project – the vital importance to both countries of the Australian/British partnership. This was further emphasized by the fact that, although goods made in Britain naturally predominated at the Exhibition, something like a quarter of all the products on show were made in Australia by companies having British links. The Australia-wide nature of the enterprise was underlined by the organization of 'State Days', attended by the Premiers, Lord Mayors, leading industrialists, and other distinguished citizens from all States of Australia.

The reception given to the Exhibition was overwhelming. The very scale of the plans impressed everybody and the high quality of the products on view combined with the high standard of display provided living proof that British industry was still very much in the forefront of new ideas. Particularly impressive were the displays by the British Aircraft Corporation and other members of the aircraft industry, Vickers, Rolls-Royce, Lucas, Plessey, Pye and a host of others in the electronics and engineering fields, whilst in consumer goods the Worshipful Company of Goldsmiths' Exhibit stood out by reason of the high standard of design of their products and of the beautiful manner in which they were presented. Lloyd's of London attracted vast crowds with their replica of the original coffee house and collection of historical documents, and the British Government Pavilion was universally praised for its brilliant presentation of 'Britain 64'. As the Editor-in-Chief of one of Australia's leading papers wrote: 'It is a fascinating Exhibition which I feel certain is giving Australians the impression of a vital forward-thinking Great Britain'. The President of the Melbourne Chamber of Commerce commented: 'This show has made us realize how up-to-date Britain is. And it underlines the extent to which British developments have been adopted by the rest of the world'. The Premier of South Australia, Sir Thomas Playford, said: 'This is the most impressive Exhibition ever staged in the Southern Hemisphere. It has revived our respect for the remarkable genius of the peoples in the British Isles'.

Attendance at the Exhibition at 514,411 was far and away the largest at any British Trade Fair we have yet organized. Over 26,000 trade buyers came, including large numbers from other parts of Australia. Exhibitors, almost without exception, were intensely pleased with the results, whether they were showing products for export from Britain or goods made in Australia by companies having British links. The inquiries received, and in many cases the orders taken, showed once again the immense and growing opportunities which exist in Australia, both for direct exports and invest-

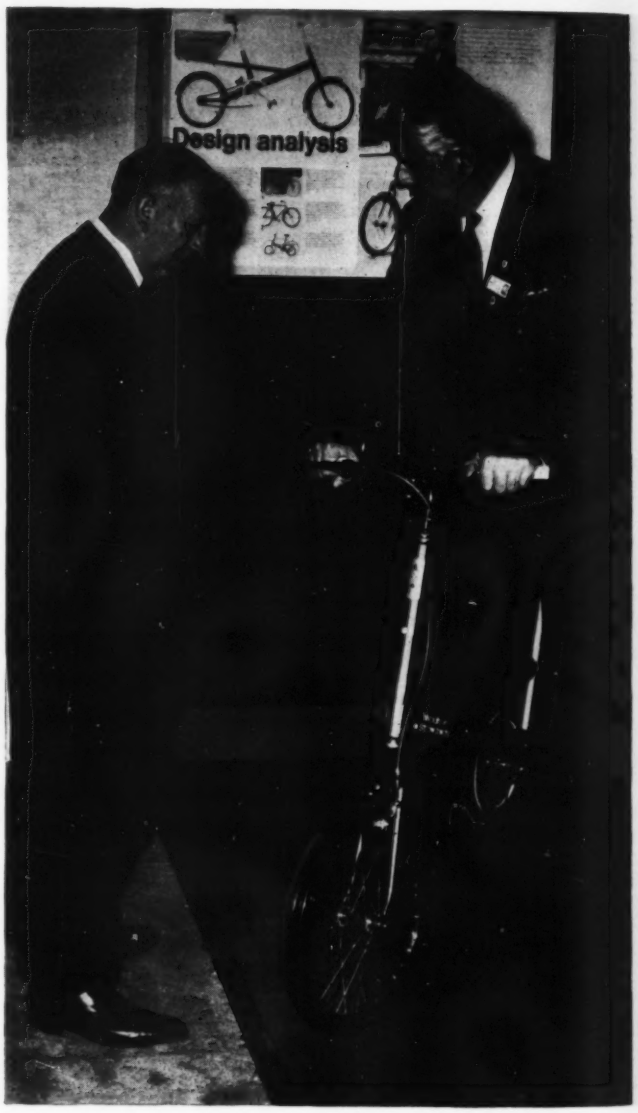
ment. For example, Pye Industries Ltd. estimate that the total business likely to result from the Exhibition will be around £120,000. Platts and British Northrop both did extremely well. Colchester Lathes sold all the machines on their stand, including a capstan lathe to Alice Springs! Permax Molins expect to receive orders in excess of £50,000. The Worshipful Company of Goldsmiths completed negotiations on behalf of their designer craftsmen to the value of £50,000. Kenwood Mixers whose equipment is used in the production of almost every pie eaten in Australia – and Australians are great pie eaters – sold £80,000 worth of goods. Matchbox Model Toys captured orders worth £50,000. And the success of the British Food Store as usual astonished the retail store which organized it. These are just a few of the successes reported by exhibitors whilst the Exhibition was on.

Despite these highly satisfactory results, it is perhaps worth pointing out that, although comment in the Australian Trade and Technical press was almost uniformly favourable, there was criticism in some quarters of the almost total absence of certain famous British industries, of which machine tools, woollen textiles, chemicals and agricultural machinery were most frequently mentioned. With the notable exception of Royal Doulton and, to a lesser degree, Royal Worcester the fine china makers were also absent although the display of china in the cheaper grades was extremely comprehensive.

The British Fortnight supplemented and supported the British Exhibition. The British Council organized an attractive cultural programme of music, drama, and exhibitions of pictures, English silver, and books. The department stores and shops of Sydney joined in with displays of British goods both in their windows and on the counters; and the City of Parramatta, not to be outdone by Sydney, staged its own British Fortnight. The two Fortnights proved yet again the value of combining displays of consumer goods in an Exhibition with displays of the same goods in the shops where the public can buy them. All the stores reported an upsurge in sales of British goods. What was particularly significant was the marked demand for the goods of those firms whose products were also on view in the Exhibition.

The British Military Tournament and Tattoo was the third leg in this combined operation. The spectacle of 450 British troops, some from Britain and others from active service in Aden, Malaysia and Borneo, performing alongside a similar number of their Australian comrades in arms had a deep emotional impact. Over a quarter of a million people saw it.

Mr. Bolte, the Premier of Victoria, summed up the whole operation and what yet remained to be done in a characteristically colourful way when he said that the Exhibition, Fortnight and Tattoo showed 'There is a kick in the old girl yet. It is very heartening to us Australians to see this kind of thing. We have waited a long time for such a demonstration as this and now it is here we are absolutely delighted. But now they have started in such a big way Britain must keep coming. It is the follow through that matters'.



Top: from left to right: Sir Peter Runge, Lord Boyd, Sir Robert Menzies and Sir Norman Kipping, leaving the Goldsmiths' stand during a tour of the British Exhibition in Sydney.

Lower: Mr. H. Bolte, the Premier of Victoria (left), with Sir Peter Runge inspecting a Moulton bicycle during the British Exhibition in Sydney.

Export Successes

At the 1963 Motor Show at Earls Court, the **British Motor Corporation** announced orders from their subsidiary companies in Australia for 22,000 Morris 'Minis' and 1100's for local assembly. BMC reckon their current share of this market to be something like 17 per cent.

In the commercial vehicle field both **Leyland Motors Ltd.** and **AEC Ltd.** have been considerably successful in Australia for many years. In the past year they have supplied buses for the fleets of the cities of Melbourne, Brisbane and Perth and large numbers of lorries for assembly in their subsidiary companies in Australia. Orders run into several millions of pounds. In the heavy road-working/earth-moving sphere, firms like **Aveling Barford Ltd.** have been successful with sales of dump trucks for work on engineering projects in Australia. **Scammell Lorries Ltd.** have also enjoyed considerable successes with heavy equipment.

C. A. Parsons & Co. Ltd. won a £4 million contract early last year to supply turbo-generator sets for the new Hazelwood Power Station in Victoria. This was a repeat order. In the summer the firm announced a £3 million order from Western Australia for turbo-generator sets and this, too, was a repeat order.

Boving & Co. Ltd. have won several important orders for water turbines through their Australian subsidiary for installation in the Murray projects being built by the Snowy Mountains Hydro-Electric Authority. Again the orders are worth millions of pounds sterling.

Associated Electrical Industries Ltd. have supplied a wide variety of heavy electrical equipment and switchgear for Australian power projects. In 1963 they also announced a £¾ million contract to supply the New South Wales Government Railways with electric traction equipment for 40 locomotives. They also supplied electrical control equipment for the Australian Iron and Steel Pty. Ltd. at Port Kembla.

Another firm prominent in supplying Australian power stations with generating equipment has been **Bruce Peebles & Co. Ltd.,** with contracts secured through their subsidiary company down under.

English Electric Co. Ltd. won a £4 million contract last year to supply turbo-alternator sets for the New South Wales new power station at Munmorah for the State Electricity Commission.

Mirrlees National Ltd. (a member of the Hawker Siddeley Group) announced a £300,000 contract last year for diesel-alternator sets to be installed at a power station at Broken Hill. The company already have nine sets in operation at the same power station. They have also been successful with exports of diesel engines to Australia.

In the spring of 1963 **R. W. Crabtree Ltd.** sold colour printing machinery (said to be the largest sheet-fed offset press in Australia) to the Griffin Press, who publish the *Adelaide Advertiser*. **James Halley & Sons Ltd.** (members of the Baker Perkins group) announced at about the same time orders amounting to £270,000 for printing presses.

W. H. A. Robertson Ltd. recently received orders from the Australian National Mint at Canberra worth £¼ million for rolling mills.

Simon Engineering Ltd., through their Australian subsidiary, announced in October 1964 an order for a complete tyre cord line to manufacture hot stretched rayon and nylon tyre fabrics. The design will be done in Britain and manufacture will be in Australia.

Another British firm with a big Australian subsidiary is **Rover Co. Ltd.,** who have had orders recently amounting to £A1,350,000 (including local assembly) for Land-Rovers. Two-wheeled orders have also been encouraging, and at the beginning of 1964 **Associated Motor Cycles Ltd.** announced orders for a wide variety of machines. **BSA Ltd.** have also successfully exported their motor cycles in the past, to be used by Australian police.

In the air the **Hawker Siddeley Co. Ltd.** has sold two HS.125 business jets to Qantas Airways for pilot training. **British Aircraft Corporation** have orders from Qantas for four Concord supersonic airliners.

Some Australian theatres are using cinematograph projection equipment sold by the **Rank Organisation; Rank Cintel** have supplied measuring equipment for projectile velocity.

Early in 1964, following previous orders from Australia **Elliott-Automation Ltd.** supplied a £100,000 computer to the University of Tasmania; **English Electric Leo Computers Ltd.** (now associated with Marconi) have sold several computers to offices and factories and to the University of Sydney. **International Computers & Tabulators Ltd.** (ICT) have sold computers to many commercial concerns to a value well over £1 million.

British successes at Muja

The State Electricity Commission is constructing a new power station at Muja which is one of the largest of its kind in Western Australia. British firms, or their subsidiaries, have so far successfully tendered for nearly £2½ million of equipment for it. All tenders have been let and accepted for Phase 1 of the project, but it is possible that a number of British firms may again be successful in tendering for Phase 2.

Paper Mill Contract

Harland Engineering Co. Ltd., Alloa, won a £A120,000 order to supply a complete sectional electric drive for a paper-making machine at a new paper mill in Western Australia, being built by Australian Paper Manufacturers Ltd.

Chemical plant near Melbourne

Simon-Carves (Australia) Pty. Ltd., a member company of Simon Engineering Ltd., are to build a £A1 million phosphoric acid plant at Yaraville, Melbourne. It will produce about 200 tons of acid daily.

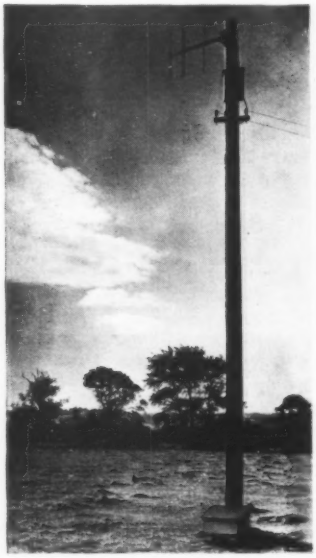
Chemical plant at Brisbane

Davy-Ashmore Pty. Ltd., the Australian subsidiary of the Davy-Ashmore Group, won a contract in September to build a plant to produce 150 tons of ammonia a day. The chemical will be produced from naphtha by the ICI steam reforming process. The contract value is £A2 million. Work on the project will be carried out by the Australian subsidiary and another member company, Power-Gas Corporation Ltd., at Stockton-on-Tees.

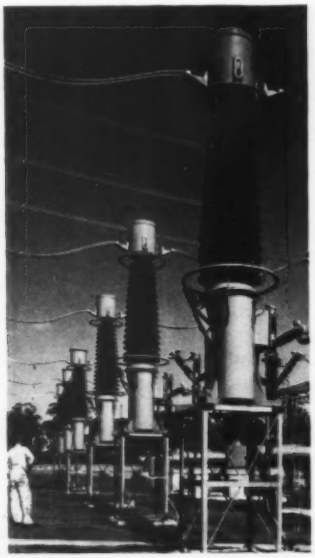
Paper Board Machine Order

Walmsleys (Bury) Ltd., are supplying a multi-plyboard machine for the Fairfield, Melbourne paper mill of Australian Paper Manufacturers Ltd. The machine will eventually produce 150,000 tons of plyboard a year.

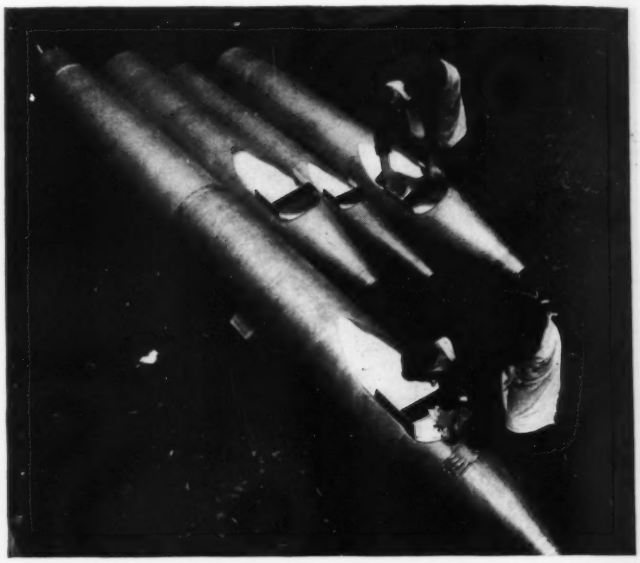
This pole is a link between remote outstations and the entire telephone service of Australia. A type 700 VHF fully transistorized radio telephone is fixed just below the aerial on the pole with the battery box at the foot. Subscribers use an ordinary hand-set to dial into the radio terminal. The type 700 is made by Automatic Telephone and Electric Co. Ltd., Bridgport, Shropshire.



A number of AEI type TR.30, 330 kV 1,200 amp. current transformers at Sydney, North Substation of the Electricity Commission of New South Wales.



Organ pipes destined for Perth, Australia, receive a final polish before leaving the works of the Belfast City Organ Pipe Works. They are part of an order for 2,963 pipes for a new three manual organ for the University of Perth.



Lower: The Elliott 503 computer (made by Elliott-Automation Ltd., London) supplied to University of Tasmania for use in research work associated with the Tasmanian hydro-electric scheme.

Using our assets: what needs to be done

How to sell in Australia

by J. R. Morley, British Trade Commissioner, Sydney

'WHAT CAN A CIVIL SERVANT tell me about how to sell *my* goods?' A fair reaction to the title, and for this reason, I wondered whether the article would be more acceptable if it were entitled 'How *not* to Sell'. It is far easier to point out what not to do and what to avoid, than to describe a golden key to open the doors to successful sales; and I put forward these comments, not so much as personal opinions, but as a collection of thoughts passed to me by Australian businessmen – people who speak your language and who are your potential customers, even if their words are conveyed to you by a Government official.

The biggest stumbling block to the British firm wishing to develop a market in Australia is the fact that Australia is 12,000 miles away – on the other side of the world – and generally, at least three months of delivery time away. This fact must be remembered at all times, and every action connected with selling must be aimed at reducing the feeling of distance between buyer and seller. Before a sale can be made, communication must be established, and herein lies the first opportunity of removing the obstacle of distance. Develop a return mail attitude to inquiries – do not wait until all the i's can be dotted. The quickly despatched reply dispels the thought in the Australian customer that he is being neglected because he is far away. An airmail letter costs only 1s. 6d. Don't let the penny-wise unthinking clerk thwart your good intentions.

Don't forget to use the telephone. The Compac cable gives an excellent service both ways, and Manchester can speak to Geelong or Sydney or anywhere else in Australia in a matter of minutes. It is not unusual to give lunch to a dissatisfied customer; if he is 12,000 miles away in Australia, at least he can be telephoned with an explanation of delivery upsets or whatever is the trouble, and it would cost no more than a lunch. What is more, the impact of such a personal call from Britain would be indefinitely greater than a meal. Clinch the deal by telephone, but remember that the hours are different – midnight (GMT) Huddersfield is equivalent to 10 a.m. the following day in Sydney.

Do not allow distance to limit your knowledge of Australia. Early contact with the Trade Commissioners on the spot will help you get the first feel of the market, and give you a lead to suitable agents or customers. Finding the right agent is not easy; it may be unwise to hurry the selection, but once you have decided that you have got a good man, listen to him. This sounds commonplace, but there are countless examples where good, well-intentioned advice, for the benefit of both parties, has gone unheeded because it did seem not to conform to the British manufacturer's conception of market conditions in Australia. Your agent may not always be right, but if you disagree, for goodness sake explain why; it may be that local conditions are still not fully understood.

Language problems can arise. Impossible you say – we are both British and we both speak the same tongue. Are we? Do we? True, there are many links and associations, and one can assume all too readily that idiom and tastes are substantially the same, but in many cases they are not. Not only tastes, but attitudes and procedures differ in some respects from what is normal in Britain. Do not overlook the growing proportion of business people who were not born British. Unless one gets to grips with these differences, one cannot hope to secure or hold a sizeable business with Australia. A personal visit to see and to appraise the market is important. The Trade Commissioners and other organizations will gladly help the potential exporter to decide whether the market for any specified product is likely to be worth the cost of such a visit.

It is virtually impossible to do business in Australia without a representative on the spot to keep you informed of trends, to secure the orders, to see that the goods are cleared and delivered to the customer and to further your interests generally. The great concentration of market and agents is, of course, in the South-east of Australia. The Western Australian market, dealt with in the following article, deserves separate consideration. Often, agents in Sydney will also cover Melbourne and Brisbane by periodic visits, and those in Melbourne will work Sydney, Adelaide and Tasmania. I refer deliberately to Sydney, Melbourne and Adelaide and not New South Wales, Victoria and South Australia; the periodic visit usually does not permit journeys to the country towns, whose coverage has often to be left to wholesalers where appropriate.

This is not the place for a detailed discussion of the countless possible variations in forms of representation, but one general word – beware of the small organization which claims that it can cover the whole of Australia from one office. This can be done, and often sub-agencies organized locally are successful, but the point must be watched. The larger houses with active branches in every State can provide comprehensive cover. Watch your franchise arrangements, seek the advice of the Trade Commissioners, and do not throw in Papua and New Guinea and the Pacific Islands for good measure. The market there is growing, and could well justify the appointment of one of the specialist firms which although resident in Australia, confine their activities to the Islands.

Manufacturers of consumer goods should not overlook the London Buying Houses of the big Australian stores – departmental and chain. Three Australian organizations, all with retail turnovers of over £A100 million a year, together with all the other principal stores, have buying offices in London, where it is usually possible to discuss with Australian buyers the acceptability of the product.

Watch your shipping arrangements. Make sure your shipping agents are on the ball. Not all freighters take the same route or travel at the same speed, and it is not always the first departure from Britain which will reach Australia earliest. Don't overlook the time taken by a freighter to proceed from Fremantle on the West Coast to Sydney and Brisbane on the East. Air freight should not be overlooked when the delivery need is extremely urgent, or when the value/weight ratio permits it to be used economically. How frustrating for a customer who has waited for delivery to find that, because of inadequate packing and packaging, the product is unusable. Time and distance require the best and latest packing.

Make sure that full shipping details and documentation arrive well ahead of the consignment; and that full assembly and operating instructions, together with any special tools, are packed with the machine or equipment.

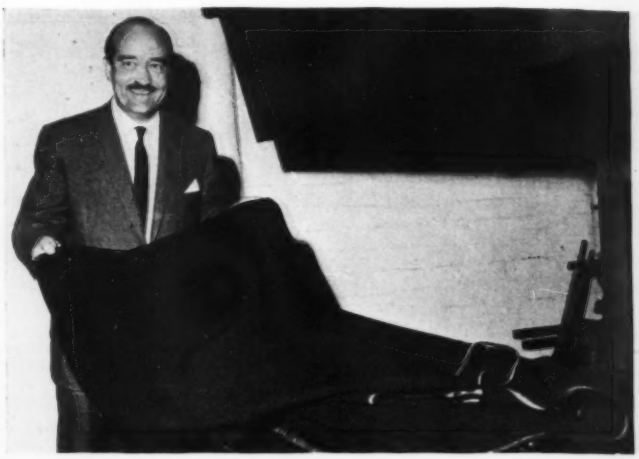
All these points may seem obvious, but they are essential if

there is to be confidence between manufacturer and agent, and between manufacturer/agent and the customer. These are the points put to me by Australians who might be your customers.

The Australian importer wants it cut and dried – he expects it from his British suppliers and our competitors. He wants the landed price, the full detail, so that he can compare readily and decide quickly from which manufacturer in the world – and I mean 'in the world' – it pays him best to buy.

Every reader will protest that, of course, they are keen to sell, how else could they stay in business? Many readers are no doubt right, but there are some Australian customers who say that their supplier is only willing to be bought from, and that is very different.

On the left: Mr. S. F. Picker on his property at Bigga, New South Wales, proudly looks over a flock of fine wool sheep from which was shorn the 'costliest bale,' bought by Illingworth Morris and Co. Ltd., Shipley, Yorks. The wool, after many processes, formed some of the world's best suiting. On right: Mr. Guy Overton, managing director of Learoyd Bros., Huddersfield, examines the fine cloth.



Lower: Rundle Street, Adelaide's main shopping street.

Western Australia: A separate market

by B. A. Pennock, British Trade Commissioner in Western Australia

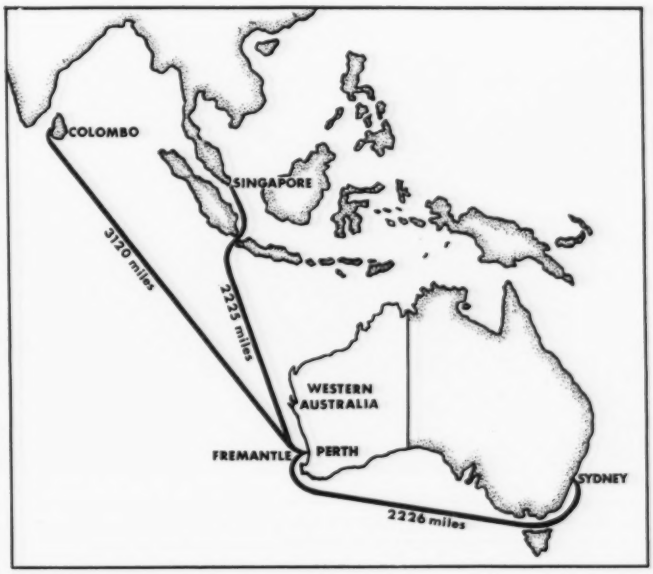
WESTERN AUSTRALIA must be regarded as a separate market, if only because of its geographical isolation. Perth, the capital city of the State, with a population of nearly half a million, is as near to Singapore as it is to the other main capital cities of Australia. Fremantle, 12 miles from Perth, is the main port for Western Australia; it is the first port of call in Australia on the regular shipping route from Europe.

Generally, British exporters would not be getting the best out of the market in Western Australia unless the agent they appoint maintains an office in Western Australia. Rightly or wrongly, it is felt there that proper attention to orders cannot otherwise be assured. There is a reluctance to purchase through agents in the other States or through sub-agents.

Wherever practicable, orders for Western Australia should be shipped direct to Fremantle. The freight from Sydney to Fremantle would often equal the freight from London to Fremantle, quite apart from the additional costs of loading and unloading and risk of breakages, etc., if double handling were involved.

Western Australia is still concerned mainly with primary production, principally agriculture, but it is developing fast. An additional million acres a year are being brought under cultivation. There is also considerable development in secondary industry. The economy of the State is likely to be given a special impetus soon as a result of the imminent exploitation of its vast iron ore deposits, estimated at 15,000 million tons of high-grade ore. The search for oil has been intensified.

The Western Australian market for British exports is growing and deserves nursing.



Regional Organization of the Board of Trade

For information and guidance on export matters or on any other aspect of the work of the Board of Trade – including, for example, advice about location, which is available to industrial concerns seeking to expand or to develop new projects – you are invited to get in touch in the first instance with the nearest Regional Office. If you would prefer it the Controller or a senior member of his staff will gladly arrange to meet you at your own address. The names of the Controllers and the addresses, Subscriber Trunk Dialling Codes and Telex Numbers of the Regional Offices of the Department are given below.

Northern Region
Wellbar House, Gallowgate, Newcastle-upon-Tyne, 1. (Tel. Newcastle 27575. Code: ONE 2. 27575. Telex No. 53178.)
Sub-Office for Cumberland and Westmorland: West Riding House, 4 Oxford Street, Workington, Cumberland. (Tel. Workington 3788.)
R. Wood.

Yorkshire and Lincolnshire Region
Pearl Chambers, East Parade, Leeds, 1. (Tel. Leeds 31761. Code: OLE 2. 31761. Telex No. 55265.)
E. Atherton.

Eastern Region
Cromwell House, Dean Stanley Street, London S.W.1. (Tel. Tate 4355. Telex 25991.)
D. A. Wilson, C.B.E.

London and South Eastern Region
Cromwell House, Dean Stanley Street, London, S.W.1. (Tel. Tate 4355. Telex No. 25991.)
J. W. Stoodley.

South Western Region
Prudential Buildings, Wine Street, Bristol, 1. (Tel. Bristol 294821.
Code: OBR 2. 294821. Telex No. 44214.)
M. Weber.

Wales
Government Buildings, Gabalfa, Cardiff. (Tel. Cardiff 62151. Code: OCA 2. 62151. Telex No. 49267.)
R. W. Daniel, C.B.E.

Midland Region
Somerset House, 37 Temple Street, Birmingham, 2. (Tel. Birmingham Midland 8221.
Code: 021. MID 8221. Telex No. 33702.)
P. J. L. Homan.

North Western Region
76 Newton Street, Manchester, 1. (Tel. Manchester Central 2171. Code: 061. CEN 2171. Telex No. 66104.)
R. J. Forbes, C.B.E.

Scotland
314 St. Vincent Street; Glasgow, C3. (Tel. Glasgow City 2855. Code: 041. CITY 2855. Telex No. 77583.) District Office: 29a High Street. Inverness. (Tel. Inverness 30867/8. Code: OIN 3. 30867/8.)
C. J. A. Whitehouse, O.B.E.

Northern Ireland
Ministry of Commerce (Northern Ireland), Chichester House, Chichester Street, Belfast. (Tel. Belfast 28271. Code: OBE 2. 28271. Telex No. 74578.)
H. E. Jones, C.B.E.

USING OUR ASSETS: WHAT NEEDS TO BE DONE

Total marketing

A. C. Hall, Director of British Information Services, Office of the British High Commissioner, Canberra

AS ELSEWHERE in the modern world, advertising in Australia is big business. £A90 million or more a year of clients' money is going into television, radio and newspaper advertising alone.

Industrialization has also led, in the last five years or so, to a rapid growth in the associated techniques of public relations, and this has been accompanied by the development of planned campaigns in all media to create and sustain images and branded products. There has also been an increase in sampling and market survey services. The days of agents 'begging to announce', in the columns of the Sydney and Melbourne metropolitan dailies, 'new arrivals from Europe' are very far behind. The bigger Australian Public Relations firms now offer – and naturally urge the use of – the whole gamut of modern publicity with its teams of media men, copywriters, artists and visualizers, research workers, psychologists and interviewers. The client is offered not just an advertising schedule but a comprehensive plan for branding, projecting, marketing and advertising his product, followed up by sampling and public reaction survey; in fact, 'total marketing'. As elsewhere, the larger firms have international connections, particularly with Britain and America. And there is a wide choice of agencies, small and large.

For the newcomer to the Australian market this choice can be a pitfall.

Has the firm under consideration *effective* Australia-wide representation? Or is it essentially a New South Wales, or Victorian, or Queensland affair with activity and experience not much beyond the State boundary? What other accounts has it? Has it experience in promoting the product I am selling? Or is it catering for a farm audience who will not buy my line anyway?

These are important questions that should be answered but there is no single source of information. There are three advertising associations – the Australian Association of Advertising Agencies, the Australian Association of National Advertisers and the Outdoor Advertising Association of Australia. Trade associations such as the Australian British Trade Association can often help; BIS staff can give some advice but are precluded by convention from recommending any one firm.

Having placed your account with an Australian firm the next advice – as elsewhere – is leave it to the experts. By all means go over the ground with your consultants and offer them your new ideas on media and presentation; but do not assume that 'the way it's done in Australia' is the wrong way.

The choice of media

Despite the vast distances, nearly 95 per cent of all Australians can now be reached through television, because the vast majority of them live in the big cities where there is a choice of three or even four competing channels. By the time the current programme of commercial and Government television expansion is completed there will be 90 stations reaching all but the remote outback. Sound radio has changed its programming and advertising pattern to compete with TV and now crams maximum punch into the 'breakfast hour' period between 6 and 9 in the morning. The important 'teen-age market can be reached through the universal transistor (usually Japanese); the car-radio owner (in a country where distances are vast) is another important target for the advertiser. So, of course, is the housewife.

Newspaper advertising is also used extensively in consumer and institutional promotion. There is another pitfall here: rates seem low by British standards, but that is largely because there is still no national newspaper circulating completely effectively throughout the country. The newly-established *Australian* aims to fill that need but is still working towards it.

Curiously – for so car-minded a people – outdoor advertising, particularly on main roads, is not extensive by our standards. By-laws and climatic factors have something to do with this but there

Page 48 (opposite): Ruston Bucyrus mechanical shovel and Camill dumper acting together at Cardup Metro Bricks Pty. Ltd., works, at Byford, Western Australia.

(Above): St. George's Terrace, Perth. The heart of the capital of Western Australia's business and commercial activities.

is room for further expansion in this important medium, as there may also be for fly-posting and direct mail techniques. The give-away newspaper, living entirely on consumer and similar advertising and paying its own distribution costs (newspaper distribution is difficult and expensive in a large country where labour is short), is a useful and convenient fact of Australian life and sometimes provides a cheap and easy means of penetration. Cinema slides and shorts, especially when shown in the growing number of drive-in cinemas, can also be valuable in the right context and for the right product.

Beware of Australian Government restrictions on the use of imported commercials. TV commercials may only be imported for study purposes and *not* for telecasting as advertising matter. Locally-made commercials may contain up to 20 per cent of overseas sound and pictorial matter (excluding animation) portraying persons, places or events which could not be recorded or photographed in Australia.

Copy and visuals are conservative by my taste; and local television shorts follow carefully (not very up-to-date) American and British prototypes. There is room for improvement here, though local producers struggle with tight budgets and limited circulation.

But whatever the media, whatever the message, whatever the form of your campaign, 'It Pays to Advertise' is as true as in Britain or America. In 1963, Australians bought radios at the rate of one every 48 seconds (660,000 sets). There are 1¾ million television receivers (approaching the number in Brazil, with six times the population!). Fifteen daily and evening papers are sold in the six 'metropolitan' areas, reaching important audiences. Advertising can sell, and is selling to these people.

Australia is not a market where old and trusted sales techniques can be dusted off and given a superficial 'local' twist. 'Made in Britain' is fine for your product; but 'Made in Australia' is best for your advertising and PR campaign.

Practising what we preach: Operation Australex

by P. W. Ridley, Board of Trade, Commercial Relations and Exports Department

IF THIS SUPPLEMENT has a message for British industry it is this: Australia is forging ahead, the goods Australia wants are the kind of goods Britain makes, the Sydney Exhibition (and the twenty-one month promotion campaign in Australia which preceded it) has opened the way to bigger sales; now is the time for the British manufacturer to follow it up with his own export drive.

Follow-up action by the Board of Trade and the Trade Commissioners is already under way.

In April six Trade Commissioners from Australia, among them several contributors to this supplement, are flying home for a special tour of industry. The Board of Trade have invited the managements of 2,000 firms making products for which we think Australia offers good prospects to meet one of the Trade Commissioners for an individual discussion. In preparation an *Export Service Bulletin Supplement on December* 7, 1964, was exclusively devoted to 12 market surveys for the products in question. The tour begins on April 26.

This is an export drive with a difference, though the same approach has been tried before, notably in the successful tour by Commercial Officers from the United States in the autumn of 1963. It is different because it gets away from general exhortation and aims to bring specific information about particular products to the heads of individual firms.

The visiting Trade Commissioners will have prepared themselves to talk with authority on the particular sector of the market, as well as on more general market conditions in Australia. (The surveys themselves are intentionally short and factual, leaving the detail for personal discussion.) Invitations have been sent out well in advance so that the teams can, as far as possible, brief themselves on any individual points concerning the firms they will meet. The object is to get down to brass tacks in every interview.

The list of products was picked by the Board of Trade and the Trade Commissioners in consultation. We considered the main growth areas of the Australian economy and the goods for which they could be expected to generate demand; the extent to which this demand cannot and seems unlikely to be met from Australian production; and the pattern of Australian imports, especially where non-British supplies take a sizeable, or rising, share of the Australian market for products in which—on the showing of our world exports—British manufacturers are inherently competitive. Ten of the 12 products are capital goods and machinery of various kinds, reflecting the growth potential of Australian industrialization, and the gaps in Australia's own production of such goods. Not surprisingly machine tools and scientific equipment and instruments are prominent. The continuing expansion of Australian food production has led to the inclusion of agricultural machinery and food processing machinery. The spectacular discoveries of new mineral resources brings in mining machinery. The Australian shipbuilding programme should provide a market for many kinds of marine equipment. Other capital goods are textile machinery, printing machinery, office equipment and construction plant.

In the field of consumer goods we have included fine foods and fashion clothing and footwear for which Australia's high and rising standard of living, and changing public taste, should also provide expanding sales opportunities.

Many exporters do not need to be told about these opportunities. But we think that they may find an exchange of information and ideas with the visiting Trade Commissioners stimulating, and for

their part the visitors will be eager to learn ways in which the British Government's export services in the UK and Australia can help even the keenest and best informed exporter. If there are firms who have not explored the Australian market or whose senior men have not visited Australia lately, we hope that a talk with one of the team will open up new possibilities. In all cases we want to tell, or remind, exporters and would-be exporters, that the Board of Trade and the Trade Commissioners are ready and able to help them in a wide variety of ways. The Trade Commissioners, the Export Services Branch in London and the Regional Export Officers of the Board of Trade will be glad to follow up any points raised with the visitors during their discussions.

Later on, we shall be asking the firms who have met the Trade Commissioners for their assessment of the value of the exercise and, in particular, whether they have been put in the way of new business as a result. This will help us to judge the practical value of tours of this kind and if necessary to improve them on future occasions.

Apart from individual interviews the teams will be meeting the Press and appearing on television and radio, and they will address Chambers of Commerce and other industrial and commercial organizations about the Australian market and about the Government's export services.

The Australex teams

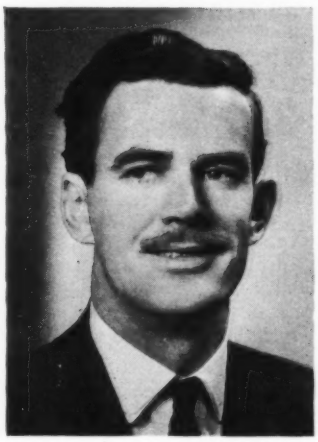
Mr. Martin J. Marshall, who is the Principal Trade Commissioner in New South Wales, is one of the two team leaders. He was born in London and educated at the London School of Economics. He is a Barrister-at-Law, a member of Gray's Inn. In 1950 he was appointed a Trade Commmssioner in Montreal, later serving in Toronto, Halifax and Edmonton, Alberta. He became Principal Trade Commissioner in Montreal in 1957 and in 1960 was posted to Calcutta as the Principal Trade Commissioner in East India. In 1963 he was appointed Principal Trade Commissioner in Sydney.

Mr. S. C. 'Tony' Stout, who is the other team leader, is the Principal British Trade Commissioner in Victoria and Tasmania. He joined the Board of Trade's Export Promotion Department in 1946 and served for seven years from 1953 as Trade Commissioner in Singapore. In 1960 he became Principal Trade Commissioner in Bombay, before being transferred to Melbourne in 1963.

Mr. Norman A. Pinch was until recently the British Trade Commissioner in Queensland. He was born in London and was an Exhibitioner at Trinity Hall, Cambridge. After wartime service with the Royal Naval Volunteer Reserve, he returned to Cambridge to complete his degree. In 1948 he joined the Board of Trade in London and subsequently served in a number of departments ranging from Finance to Films. He was appointed to his present post in 1962.

Mr. John R. Morley is a British Trade Commissioner at Sydney. He joined the Board of Trade in 1948 and has had duties concerned with Import Licensing and Tariffs. He worked for four years on export promotion in the London and South East Regional Office and was temporarily seconded to the Dollar Export Board for the 1958 Eastbourne Convention on dollar exports. Subsequently he was in Commercial Relations & Exports Department concerned with South East Asia. He was appointed a Trade Commissioner in Sydney in October 1960, where he has served to date.

Mr. Cyril Homes is the Assistant British Trade Commissioner in Melbourne. He was educated at Henry Mellish Grammar School, Bulwell, Nottingham. From 1944 he served in the Fleet Air Arm until he joined the Board of Trade in 1946. He worked in the North Midland Regional Office in Nottingham for eleven years and spent a considerable period of that time on export work. He joined the Trade Commission service in Dublin in 1957. He was posted to Bombay in 1960 and has served in Melbourne since 1963.



Mr. Charles Bladen, an Australian, visited the United Kingdom while serving with the R.A.A.F. during the war. Subsequently Mr. Bladen was concerned directly with importing and marketing in Western Australia, being mainly concerned with oil and electrical equipment. In 1961 Mr. Bladen joined the Perth Office of the British Trade Commission Service in Australia. He graduated as a Bachelor of Economics in 1963.

Britain as a market for Australian goods

by H. K. H. Cook, Senior Trade Commissioner, Office of the High Commissioner for Australia, London

FLYING OFF-THE-PEG SUITS from Australia to Britain may smack of 'carting coals to Newcastle'—but an Australian menswear firm is doing it. The grass in English gardens is being kept in trim by Australian lawn-mowers, and some of your housewives are hanging out their smalls on our washing hoists! Such items from our export to Britain list may seem merely curious or trivial by comparison with our great cargoes of wool and food, the backbone of Australia's traditional commerce with Britain.

Needless to say the British Government's decision to impose a temporary surcharge of 15 per cent on all manufactures imported into the United Kingdom will make the Australian manufacturers' task somewhat more difficult for the time being. I think it is true to say though that the Australian manufacturer appreciates the balance of payments problems of Britain which led to the imposition of the surcharge.

We nevertheless look to the day when the surcharge will be removed and my approach to this Supplement presupposes that the looked for day will not be far off. Meantime Australian manufacturers will continue to promote their products in Britain and the Australian Trade Commission will continue to be freely available to assist them to achieve their aims.

The suits, the mowers, the hoists and multifarious other manufactured articles finding their way into British homes serve to demonstrate a developing factor which today contributes increasingly to the total nature of our trade with Britain. This factor is the growth of secondary industry in Australia. This growth was reflected in an increase in the total export value of Australian manufactured goods of 33 per cent in the financial year ended June, 1964. Other articles in this Supplement draw attention to the outstanding role of British capital in aiding the growth of this secondary industry.

Of course, wool, sugar, fresh fruit, canned fruit, carcase meat, canned meats, butter, cheese, dried fruit and wine—to name some of the traditional commodities which top our export trade figures—continue to lead the field. But manufactured goods are moving up. I am confident that Australian manufactures over a wide and varied range will be entering the British market on an increasing scale during the next couple of years.

In addition to the suits, lawn-mowers and hoists, we are selling you such articles as lamps, photographic equipment, motor vehicle parts, ploughs and cultivators, sewing machines, spectacles, sunglasses, printing machines, electrical heating and cooking appliances and, perhaps not so surprisingly, cricket balls and lawn bowls. I have placed emphasis upon the growth of our secondary industry and the resultant new business with Britain because the changing climate of our trade necessitates it.

Primary produce still provides by far the greatest part of our exports to the United Kingdom. Britain takes a third of our total sugar exports, three-fifths of our fruit, four-fifths of our butter for example, but recent years have witnessed a decline in the percentage bought by Britain of our full export potential. Consider the figures: in 1958/59 when the world Australian export figure was £649 million sterling, exports to Britain were £206 million and represented 31.7 per cent of all Australian exports.

In 1963-64 when the total Australian export figure had jumped to £A1,393 million, exports to Britain were £A256 million or only 18.4 per cent of all Australian exports.

Thus, it will be appreciated why at this time our Trade Commission to the United Kingdom is especially delighted to welcome adventurous Australian industrialist exporters to Britain.

While Britain is still Australia's biggest customer, her receptive capacity for our primary produce is expected to remain stable. If, therefore, Australia is to increase total exports to Britain we must now look to our exports of manufactured articles for the additional sterling revenue. Figures already reflect the beginning of this trend.

The recent rapid rate of industrialization in Australia has enabled manufacturers to make increasing use of the economies of large-scale production and to incorporate into their operations the latest research and productive techniques. These innovations, backed by imaginative promotional programmes, have facilitated the substantial growth which has taken place in the export of Australian manufactures. By 1963/64 the value of these exports amounted to £A154 million compared with £90 million five years earlier.

The overall growth is reflected in the expanding trade in manufactured items to Britain. During the period 1955/56 to 1962/63 the value of Australia's manufactured exports to Britain rose from £A3.9 million to £A9.6 million. Undoubtedly the imposition of the 15 per cent surcharge on imports of this nature into Britain will temporarily hinder this growing trade. However, it is hoped that the high standards of quality and design of the Australian products will enable a large proportion of this trade to be maintained through the duration of these restrictive measures, and that when the economic situation is such in Britain that the surcharge is no longer necessary, this trade will continue to expand both in the value and the variety of goods being sold.

It is not, of course, solely good and aggressive salesmanship that is enabling Australia to 'cart coals to Newcastle' in the sophisticated market of Britain. Australian exporters are supported by factors of quality, design and price which combine to offset the costly long voyage from across the world. And, Australians are even shipping specialized material for Britain's house, factory and office building programmes!

Australian Trade Commissioners

Australian exporters are backed too by a Trade Commission which provides a comprehensive service of commercial counsel ranging from initial advice and introduction right through to direct promotional assistance. A feature of the Australian Trade Commissioner service is that its ranks are not confined to permanent civil servants but include many experienced businessmen who are seconded to it on a shorter term basis. This provides an excellent cross pollination of ideas between private enterprise and official national trade policy.

Our trade promotion programme in the United Kingdom is probably the most comprehensive of its type in the world. The fact that we have taken this promotional activity right through to store level and the final consumer in order to build an enduring franchise for Australian produce is evidence of our earnest intention to maintain our position in the United Kingdom market. It is also further evidence of the professional and thoroughly commercially oriented attitude of the Australian Government in respect of the country's trade and exports.

The quality projection of Australian products has already been shown to have considerable benefit in helping lesser-known products to ride in on the image and acceptance of established ones. Similarly the continuing projection of Australia as a modern,

vigorous, progressive and industrially expanding nation will considerably enhance the acceptance of these manufactured goods which will do much to make our trading relationship with Britain an ever closer one.

The success being achieved by Australian manufactured goods both in Britain and in other major world markets, marks another step in the industrial growth of Australia—a growth based to a large extent on overseas capital. Britain, as the focal point of the Commonwealth, has featured prominently in Australia's economic development supplying capital equipment and overseas investment funds to accelerate the development and purchasing large quantities of raw materials and primary produce from Australia.

At the same time, Britain has benefited equally from this partnership. Australia has provided a fruitful outlet for British investment funds and a ready market for manufactures from Britain. In part too the British industrial complex has been built on a continual supply of foodstuffs and raw materials from Australia.

The importance of this partnership cannot be over-emphasised.

Exports to the United Kingdom of selected Australian manufactures.

	1963/64*
	£ Stg. '000
Iron and Steel:	
Blooms, slabs, blocks, lumps, etc.	543
Coils for re-rolling	1,058
Plate and sheet	553
Other	186
Hand tools	24
Window louvres	228
Metal moulds and dies	40
Welding rods and electrodes	41
Aircraft parts	54
Motor vehicles and parts	78
Electrical fittings	72
Communication equipment	17
Electrical heating and cooking appliances	89
Combustion engines, petrol	33
Other engines	16
Engine parts	20
Personal and massage appliances	86
Office and accounting machinery	14
Printing trades machinery	18
Planting, seeding and fertilizing machinery	19
Lawn-mowers, power driven	82
Other agricultural viticultural and horticultural machinery	25
Miscellaneous food products machinery	15
Sewing and stitching machinery	140
Textile industry machinery	10
Pumps (machinery) and parts	42
Laundry machines	15
Mining and metallurgical machinery	14
Rubber manufactures	191
Glass and glassware	74
Hardboards	26
Pens, pencils, etc.	61
Lawn bowls	24
Amusement machines	339
Cricket balls	18
Golf Clubs	26
Other sporting material	78
Toys	57
Photographic equipment	554
Spectacles, sunglasses, etc.	207
Surgical and dental appliances	14
Medical ligatures and sutures	21
Drugs and medicinal preparations	28
Furniture	37
Plastic materials	650
Total of Selected Manufactures	5,933

*Preliminary, subject to revision (excludes re-exports).

Source: Commonwealth Statistician

This page (top): Mr. H. K. H. Cook, Australian Senior Trade Commissioner in London at an exhibition held in London of men's suits made from Australian wool. At the other side of the model is Mr. E. Hiller, an attractive young Australian girl and the Australian radio comedian Dick Bentley.

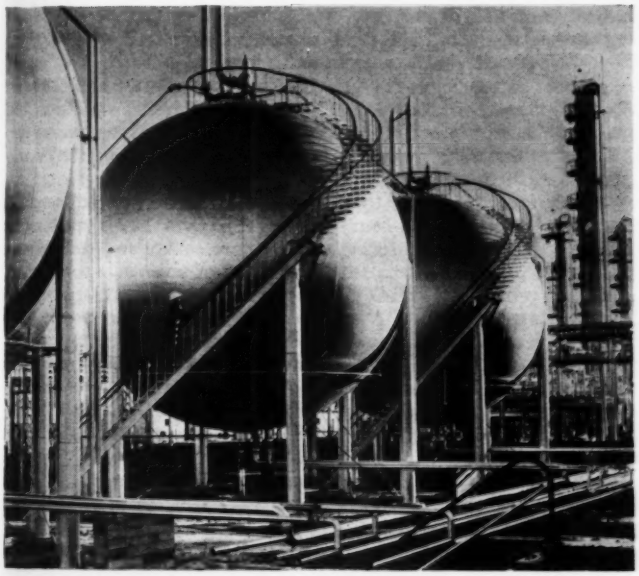
(Lower): A 160-lb. Christmas pudding thought to be the largest in the world, was presented to the Lord Mayor of London (wearing chain), Sir James Miller, by the Australian High Commissioner, Mr. A. R. Downer, last December. The pudding, distributed to old-age pensioners and to charitable organizations, was the gift of the dried fruit growers of Australia.

Page 53 (top): Publicizing Australian goods in Britain. A Sainsbury's shop window.

(Centre): High octane aviation spirit now being made in Australia. The storage vessels and towers shown here are on the Altona, Victoria refinery of Standard Vacuum Refining Co. Australia, Pty. Ltd.

(Lower): Open hearths and open strip mills at Port Kembla steel works of Australia Iron and Steel Ltd.

all the best from Australia at Sainsbury's
all the best from Australia at Sainsbury's
all the best from Australia at Sainsbury's



Australia's trade promotion campaign in the UK

K. H. Jarvie, Trade Commissioner (Trade Publicity) Office of the High Commissioner for Australia, London

'ALL THE BEST FROM AUSTRALIA.' This is the cheerful and apt slogan now seen throughout Britain on posters and in advertisements and promotions publicizing Australian 'sunshine foods and wines.

Behind the new promotional theme lie 10 years of steady progress and development—experience which has made the Australian trade drive in the United Kingdom probably the most comprehensive 'country of origin' promotion in the world.

Traditionally, Australia has mainly supplied 'primary produce' to Britain. Apart from wool and wheat, her main exports to this country are canned fruits, dried fruits, canned and carcass meat, dairy produce, fresh apples and pears, wine, eggs (generally frozen), honey and jams. Today great strides are being made in the export of manufactured goods as well.

When the Government-to-Government method of wartime and post-war selling ended in 1954, it was realized that there were new trends in the British market, and particularly in the grocery field. Buying and selling were becoming a more specific and closely knit operation. Planned marketing and brand preference would be major factors in maintaining turnover.

To meet the changing conditions, the Australian Government joined with the Australian Food and Wine Marketing Boards in setting up a Directorate of Trade Publicity in London and—in conjunction with a London advertising agency—evolving and implementing a promotional policy.

Four main problems presented themselves at first (others became apparent later) . . .

1. Our knowledge of the pattern of distribution was limited. Australian goods were sold by agents to distributors and then disappeared into the wholesale-retail pipeline. There was little evidence of how, when and where they reached the consumer.

2. Neither the trade nor the consumer was aware that many of the Australian products were, in fact, from Australia. There was little identification of the goods as Australian: butter was almost wholly unidentified as *Australian* butter (it was used either for blending or sold as an 'Empire' product); dried fruit was mostly sold in 'loose' form. There was a multiplicity of brands of goods but few were strong enough to lend themselves to systematic merchandising or advertising.

3. The Directorate could not favour a particular brand. Nor could it act as a sales department or prepare a systematic selling effort involving, for example, 'bonus offers' to distributors.

4. Continuity of supply was difficult with many products. There was always an element of doubt in the supply of 'primary produce' because of the uncertainties of the crop position—and also because of the continual growth of Australia's domestic market for it.

At the outset it was considered that the proposed campaign should increase awareness and acceptance of Australian goods rather than expand the market for them, which largely depended on the supply position.

The principal objective was to systematize promotion and to strengthen the distribution links in order to ensure that goods available from Australia would find an easy, ready—and therefore profitable—market here.

The first essential was to build a positive image for Australia and her products so that they and their quality would be recognized.

Much exploratory and development work took place in the form of Australian 'Food Fortnights' in various areas.

But it was more than four years before it was felt national advertising could begin as sufficient groundwork had to be done

in the field on a localized basis to help strengthen distributive elements and establish the necessary liaison between brands, importers, wholesalers and retailers.

By 1959 the stage was set, and the campaign was launched on a national scale. It linked the quality of Australian foods with that of her famous sunshine climate—an appeal well-known to be acceptable in Britain.

Full colour advertisements in women's magazines presented the products of Australian orchards and farmlands in the context of sunshine and the open air. Display material on the 'sunshine' theme given to retailers carried the message through to the point-of-sale, to the customer in the shop about to decide on a purchase.

The theme was used too in promotions of various Australian products with leading groups of retail shops. A sufficient variety and volume of Australian goods justified turning over the major part of a store's display and promotional potential to Australia for a fortnight.

A 'golden' image of Australia and of Australian goods as a whole was created.

A new campaign

Since then marketing conditions have changed, commodity developments have taken place, and different circumstances have emerged. And so the campaign has been tailored to meet all the new requirements.

By the beginning of 1964 it became apparent that, to provide for the increasingly separate and distinct needs of each commodity, the campaign would have to find a new creative expression. This would have to be flexible yet maintain a strong link between the various products and preserve the unity of the campaign. It had to be such that it could be successfully translated into all forms of advertising, and also provide an easy and practical link between the various forms of promotional activity.

The slogan 'All the Best from Australia' was chosen. The advertising and promotional theme is striking and dramatic: posters show a bronzed male Australian surf-rider cresting blue waves under a tropic sky. In his hands he bears one of the Australian products.

This carries on the established image of 'sunshine foods' but gives it a more exclusively Australian atmosphere. And the products are identified with sunny, healthy and vigorous people.

The new theme has been well received by all those involved in marketing and selling Australian goods.

A pattern of all-the-year round Australian advertising and promotional activity has now been developed:

Poster displays and women's magazine advertisements featuring the 'surfer' theme . . . increased individual brand promotions . . . 'Sunshine Food Fortnights' produced in leading multiple, group and co-operative stores and shops . . .

The biggest-ever promotion of its type in Britain was the Australian Fortnight held throughout the whole of the Co-operative movement – more than 14,500 retail outlets – and supported by national Press and TV advertising.

The turnover of Australian goods during the promotion was more than £2 million. And the display material produced would have stretched 200 miles if placed end-to-end. This kind of co-operation has been developed with the major retail groups in Britain, and store promotions on a vast scale are a major part of the Australian Campaign.

The long years of work have created a climate in which individual Australian brands can join the programme and use it as a base for their own promotional plans. So it can be said that all levels of trade are combining to make the Australian programme in Britain a constantly effective one.

The Australian primary industries, through their Marketing Boards will continue to join with the Government in this important co-operative programme. And those responsible for its implementation will continue to work closely with the trade in Britain to maintain and develop further the impact that is being created.

It is expected that, from all sources, more than £1 million will be spent this year on the promotion of Australian foods and wines in Britain.

UK–Australian trade relations

by M. A. Bassett, Senior Trade Relations Officer, Office of the High Commissioner for Australia, London

INTERNATIONAL TRADING PATTERNS have, over the past ten years, undergone widespread changes. Partners have been changed, old ties severed and new unions formed. Against this background, it is interesting to read the proposed programme of the British Government to strengthen the traditional economic links of the Commonwealth. These plans are of particular interest to Australia for it is the two-way trade between Britain and Australia which forms the strongest of the Commonwealth ties.

The important part which this trade has played in shaping the economic development of both countries cannot be overstated. It has formed the cornerstone around which the export frameworks of both economies have been built. Thus, it has resulted in a high degree of economic interdependence between the two countries.

Britain is, and has been for many decades, Australia's best customer. Recently Japan, an industrial complex with an import pattern similar to that of Britain, has challenged her predominant position. However, in 1963-64 Britain's purchases from Australia exceeded those of Japan by approximately £9 million and the early statistics for 1964-65 suggest that the difference will be greater in this financial year.

A lesser known fact is that in the post-war period Australia has been Britain's largest market. Since 1947 Britain's exports to Australia have totalled in round figures £3,700 million. Only in recent years has the United States – a country with a population almost eighteen times that of Australia – pushed Australia into second place.

The natural potential of Commonwealth trade was realized as early as 1932 with the signing of the Ottawa Agreement. This Agreement firmly established the principal of Commonwealth preferences and within the preferential area led to a freeing of trade at a time when economic nationalism and its resultant protectionism had severely hindered the free flow of goods between nations. The treaty, which has been maintained in essence by successive Governments, lays down favourable conditions for the export of British goods to Australia including the advantages of tariff preferences, and benefits of a similar nature for Australian goods exported to Britain. It also provides for annual consultations between the two countries on problems affecting their trade.

But, despite the Treaty, the consultations and the importance placed on this link by the respective Governments, there has been a relative decline in this two-way trade. The value of Britain's exports to Australia is virtually the same today as it was five years ago, despite the growth of the total Australian market; her share has fallen from 40 per cent to below 30 per cent.

During the same period, the total value of Australian exports has steadily increased, rising from £750 million in 1959-60 to £1,014 million in 1963-64. But this increase has been largely taken by her newer markets such as Japan and the United States. The share of Australian exports being purchased by Britain has undergone a continuous decline, until in 1963-64, when total Australian exports reached a record level, the percentage going to Britain was at its lowest point of 18·3 per cent.

At this time when plans and programmes are being put forward to expand Commonwealth trade it is well to look first at the factors which are currently inhibiting the growth of this trade. These factors have to be isolated and investigated before any firm basis can be established on which to build the desired expansion.

To take the simpler side of the equation first, much of the blame for Britain's diminishing share of the Australian market must be laid at the door of the British exporter who has tended to neglect the Australian market. Over the past five years Australia has enjoyed a period of rapid economic growth. The levels of industrial output, population and living standards have all risen substantially creating new demands for capital and consumer goods. In this period the import bill has risen from approximately £650 million to £950 million.

Certain countries such as the United States, Germany and Japan

have taken full advantage of the opportunities in Australia and have substantially increased their exports. The United States, for example, has more than doubled the value of her exports to Australia in the past five years and her share of the increasing and growing market has risen from 14 per cent to 23 per cent.

The value of British exports, however, has remained relatively static during this period. Despite the advantages of tradition and long standing commercial ties, and a minimum tariff preference of 7½ per cent, which most British goods enjoy over those from almost all other suppliers, British exporters have not grasped the opportunities presented by the growing Australian market. The British exporters has not fully recognized the changing pattern of Australian requirements. Industrial development has increased Australia's ability to supply the consumer goods she needs but the same development has resulted in a greater demand for heavy capital equipment. It is this sector which has not received sufficient attention from British exporting companies.

With no import licensing and with tariff levels which are, on average, moderate, conditions in Australia have inevitably grown highly competitive. It would appear that British exporters have not pursued exports with sufficient vigour to allow for the increased competition in the Australian market.

As Britain's share of Australia's imports has declined, the reverse is also true. Indeed, Australia's exports to Britain have been even more disappointing than Britain's exports to Australia. Whereas in the pre-war and early postwar periods the value of Australian exports to Britain substantially exceeded the value of her imports from Britain, the position in recent years has been that Australia's exports to this country have been nowhere near sufficient to pay for British goods imported into Australia.

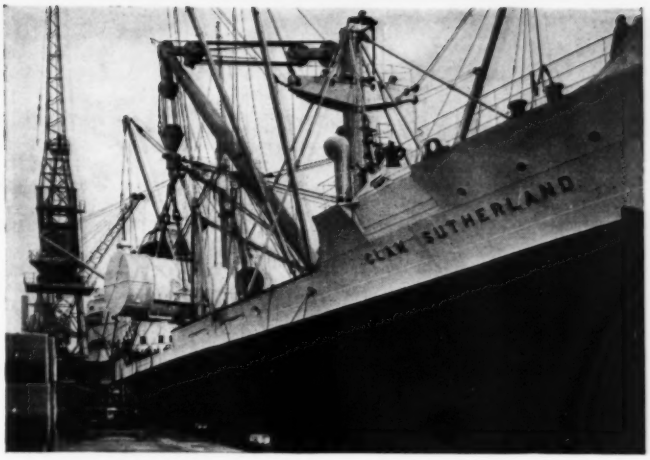
The reasons for this decline are more complex. Australia's export trade with Britain is traditionally built around certain primary produce. Six commodities – wool, dairy produce, sugar, grain, fruit and meat, account for almost 80 per cent of Australia's exports to Britain. Sugar, grain, fruit and meat items currently enjoy tariff preferences. Others, however, including wool, wheat and butter, do not and, of course, preferences which are accorded to Australia are extended to other Commonwealth countries, as well as South Africa and Eire, countries which include a number of Australia's main competitors.

But it is not the pressure of external competition which has caused Australia's percentage of the British market to decline but rather Britain's internal policies. Under the United Kingdom-Australia Trade Agreement most Australian goods enjoy free entry, that is entry free of duty. This does not mean that British production of the commodities is unprotected; on the contrary, under the British farm support system, production of most agricultural commodities is protected – in some cases heavily protected. In effect, all British production of the commodities affected is guaranteed an outlet in the home market which is a more 'severe' form of protection than that afforded by a customs tariff.

This support given to British agriculture has had an increasingly damaging effect on Australian exports, particularly those of meat and cereals. British domestic production of wheat and coarse grains has increased from 4·4 million tons annually pre-war to 11·4 million tons annually at the present time. In the case of meat, whereas Britain used to import over half her requirements, she now provides about two-thirds from home production and imports about one-third. As this increased production is guaranteed an outlet in the home market, the opportunities for overseas suppliers to increase their share of the market either by price competition or by trade promotion are severely limited.

The other major reason for the declining share of Australia in British imports is the changing consumption pattern in Britain. There has been a falling off in demand for the commodities which Australia supplies. The decline in Britain's imports of wool, including Australian wool, is clearly related to developments in the wool industry and Britain's share in world trade in wool textiles. Another example of this changing pattern is provided by wheat. Rising living standards in Britain have led to a drop in the *per capita* consumption of wheat.

Faced with these problems associated with her traditional exports, Australia has endeavoured to diversify her trade with Britain. Over the past decade, a growing trade has been developed in secondary products. In 1955-56, the value of manufactured exports to Britain was £3·1 million; by 1963-64 this figure has risen to £9·8 million. Undoubtedly this trade will be hindered by the imposition of the 15 per cent surcharge on imports of this nature into Britain. However, it is hoped that despite the difficulties associated with the surcharge Australian manufacturers will be able to maintain a substantial proportion of this trade, and that when the economic situation in Britain is such that the surcharge is no longer necessary, the trade will continue to expand.



A 162-ton Stator, manufactured by AEI, Manchester, for Hazelwood power station, Melbourne, being loaded on board 'Clan Sutherland' at Liverpool. The ship also carried equipment for two other Australian power stations.

These then are briefly the problems which have led to the decline in the two-way trade between Australia and Britain. Before any large-scale expansion can take place in this trade, solutions must be found to these problems.

From Britain's point of view the main solution would appear to be relatively straightforward – increased promotional activity. If she is to regain her former share of the Australian market Britain, backed by advantages of tradition and tariff, must successfully compete with other major suppliers who are actively promoting their products on the Australian market. Already British officials have recognized the need to step up the promotion campaign as seen by the intensive programme which has been mounted over the past eighteen months. This major undertaking which culminated in the British Exhibition in Sydney last October was warmly welcomed in Australian Government and commercial circles.

At the same time, Britain must make every effort to share in Australian economic growth. Australia, along with other developing countries, looks to Britain as the focal point of the Commonwealth for a large proportion of the funds with which to finance her development. It is, therefore, encouraging to read of the emphasis placed by the British Government on the need to 'ensure that development and capital programmes are geared to Commonwealth needs.' British investment in Australian development has, in the past, proved sound, being highly beneficial to both countries. It is to be hoped that with the impetus given by the Government, British investment funds will continue to assist in the development of Australian resources and in so doing bind the interests of the two economies closer together.

From Australia's viewpoint the solutions are more difficult. Changes in British consumption trends, together with changes in overall world trading patterns have inevitably lessened Britain's ability to absorb Australian produce. To counteract these trends and to achieve the expansion in this trade envisaged, Australia must be given greater opportunity to compete in the British market. She must be allowed to compete with domestic producers on more even terms.

At this time, when attention is focused on the economic future of the Commonwealth, these factors which have inhibited the growth of Commonwealth trade, must be examined closely. Any plan which aims at strengthening the economic links of the Commonwealth should give priority to reducing, if not removing, the damaging effect of these stumbling blocks. Such an objective would undoubtedly meet with the approval of this unique 'family of nations.'

Scottish Council Trade Mission to Australia – 1965

by D. S. Reid, Head of Trade Division, The Scottish Council (Development and Industry)

IN ALL THAT IT DOES to encourage industry to develop and expand overseas trade, the Scottish Council is motivated by the belief that the most practical and effective measures are those which provide opportunities for buyer and seller to get together in the right kind of atmosphere, preferably on the home ground of the former. It is for this reason that properly organized visits by hard selling Trade Missions feature so prominently in all that the Council has done and is continuing to do in the field of export trade promotion.

Most of Britain's major markets near at hand among our European neighbours have been visited by Trade Missions organized by the Council. Now attention is being directed further afield towards the Commonwealth, and in October next Australia will be visited by what will probably prove to be the largest as well as one of the most influential Trade Groups of its kind from the United Kingdom.

So as to ensure that all questions related to production and distribution can be dealt with on the spot and that the right kind of contacts can be made, membership of the Group will be restricted to representatives at director level. Interest in the venture is widespread and already some forty leading Scottish companies, including several banks, have agreed to participate. All major sectors both of capital equipment and consumer goods industries will be represented in a broad cross-section of Scottish industry. Products will include scientific instruments, electrical and domestic appliances, paper-making machinery, machine tools, building materials, mining machinery, and marine equipment. The consumer goods range is equally varied and includes clothing, knitwear, tweeds, floor coverings, furnishing materials, preserves, speciality foodstuffs and whisky.

Members of the Mission

The Mission will be led by Sir Robert A. Maclean, a Vice-President of the Scottish Council and Chairman of its Export Committee. The Group will have a number of objectives. Members will pay all their own expenses and a primary consideration will be to enable each of them to make a thorough, first-hand assessment of the immediate and also longer term prospects either of expanding their existing volume of trade or, in the case of those not already represented in Australia, of appointing agents or otherwise securing a foothold in the market. Another will be to present an up-to-date image of Scotland and Scottish manufacturing capabilities. A third will be to generate an interest in both countries in the expansion of two-way trade. Yet another will be to focus the attention of British industry in general, by means of publicity, on trading opportunities as well as on capital investment prospects, in Australia. Last, but not least important, it is felt that the visit, taking place as it will reasonably soon after the recent British Exhibition in Sydney, will do much to convince those in Australia who are mistakenly inclined to the opposite view, that the British manufacturer does not take their market for granted.

The Mission will spend about three weeks in Australia. It is anticipated that the Mission will be based on Sydney for one week and Melbourne for another. During these periods visits will be made as necessary to other areas by individual members or small groups. Plans also envisage a visit by the Mission as a whole to Adelaide and to Perth.

Arrangements

Experience gained from previous Missions has shown that provided the necessary effort is applied in advance, it is possible for participants to achieve during the period of a comparatively short visit abroad what in other circumstances would take a great deal longer. It is the intention, therefore, that, subject to adjustments to meet local conditions, the arrangements for the visit should follow what is now a well established pattern. With the exception of one forenoon which will be devoted to a market briefing conference and in meeting the press, activities affecting the group as a whole will take place whenever possible outside normal business hours so as to permit each member the maximum amount of time in which to pursue individually his own commercial interests. Chambers of Commerce and other trade promotion organizations have indicated their readiness, on condition that they are supplied in good time with all the necessary information, to arrange working sessions in the evenings so that the Scottish visitors may meet Australian businessmen interested in what they have to offer.

Individual itineraries will be arranged within the framework of the programme as a whole. It is more than likely that those companies who are already well represented will wish to co-operate closely with their agents in this respect. Others, including those tackling the market for the first time, will have a number of appointments made for them in advance and otherwise will be given every assistance to enable them to meet potential agents and customers.

Widespread publicity

The project has the interest and the support of the Board of Trade and of Mr. F. B. Arnold, the Senior British Trade Commissioner in Australia. The latter, and his colleagues in the State capitals, will, in close co-operation wi h the Australian British Trade Association, the Council's representatives in Australia, have an important part to play with regard to the detailed arrangements and in determining the final shape of the overall programme.

Widespread publicity, both at home and abroad, is of major importance before, during and after the visit, if the best possible results are to be achieved. This particular aspect of the arrangements will be co-ordinated in Australia by the Director of the British Information Services and his staff in Canberra and elsewhere.

While many of the details of the visit have still to be settled one thing stands out clearly. If the immediate reaction of both British and Australian Government officials, representatives of trade organizations and of numerous members of the business community in Australia can be taken as an indication of the general level of interest, the members of the Mission can be assured of a really warm welcome in Australia in October, 1965.

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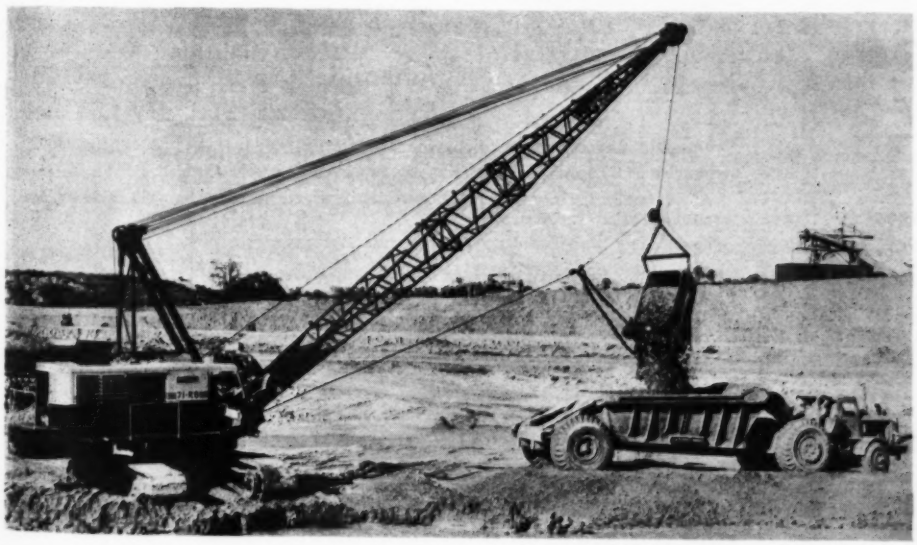

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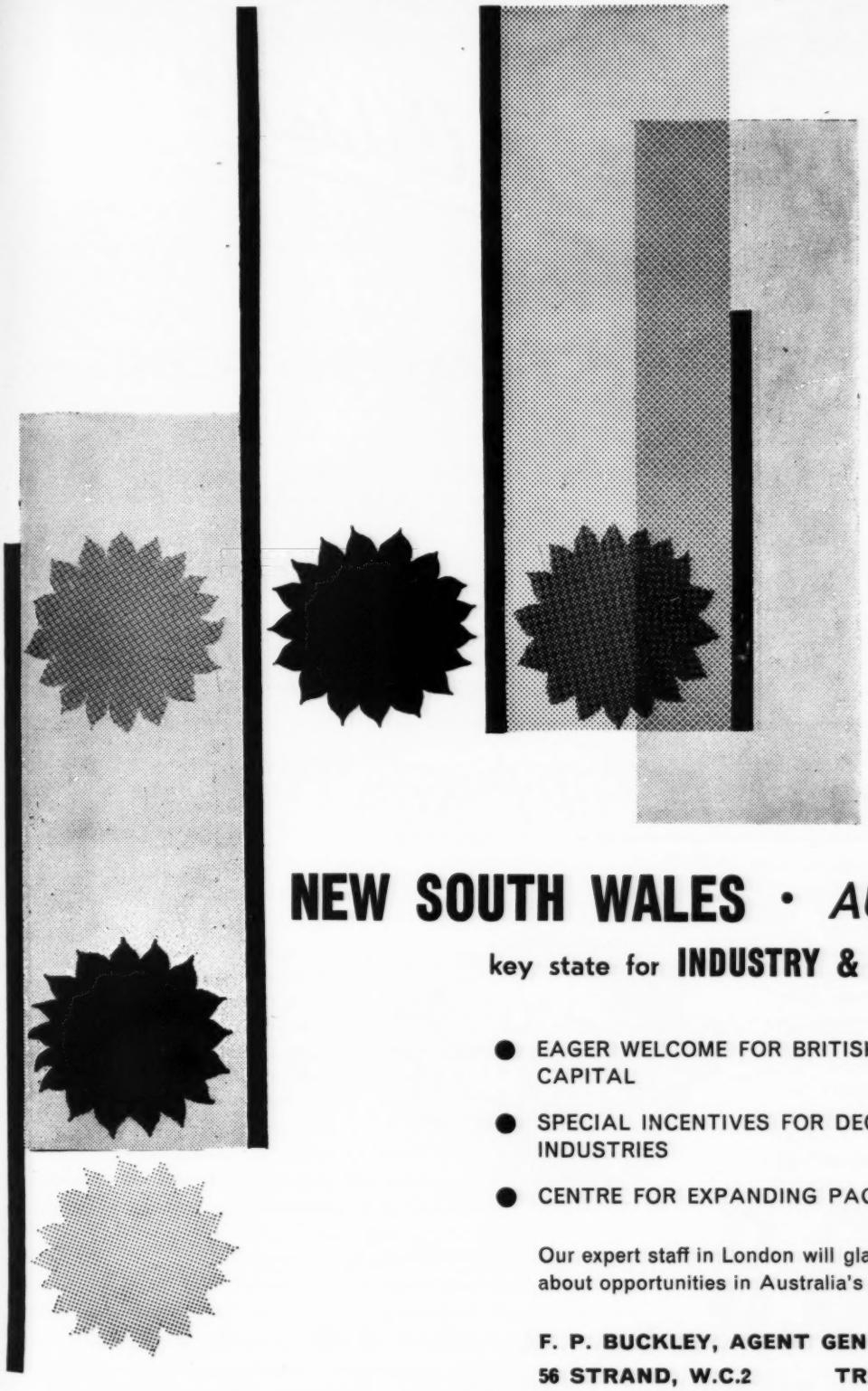

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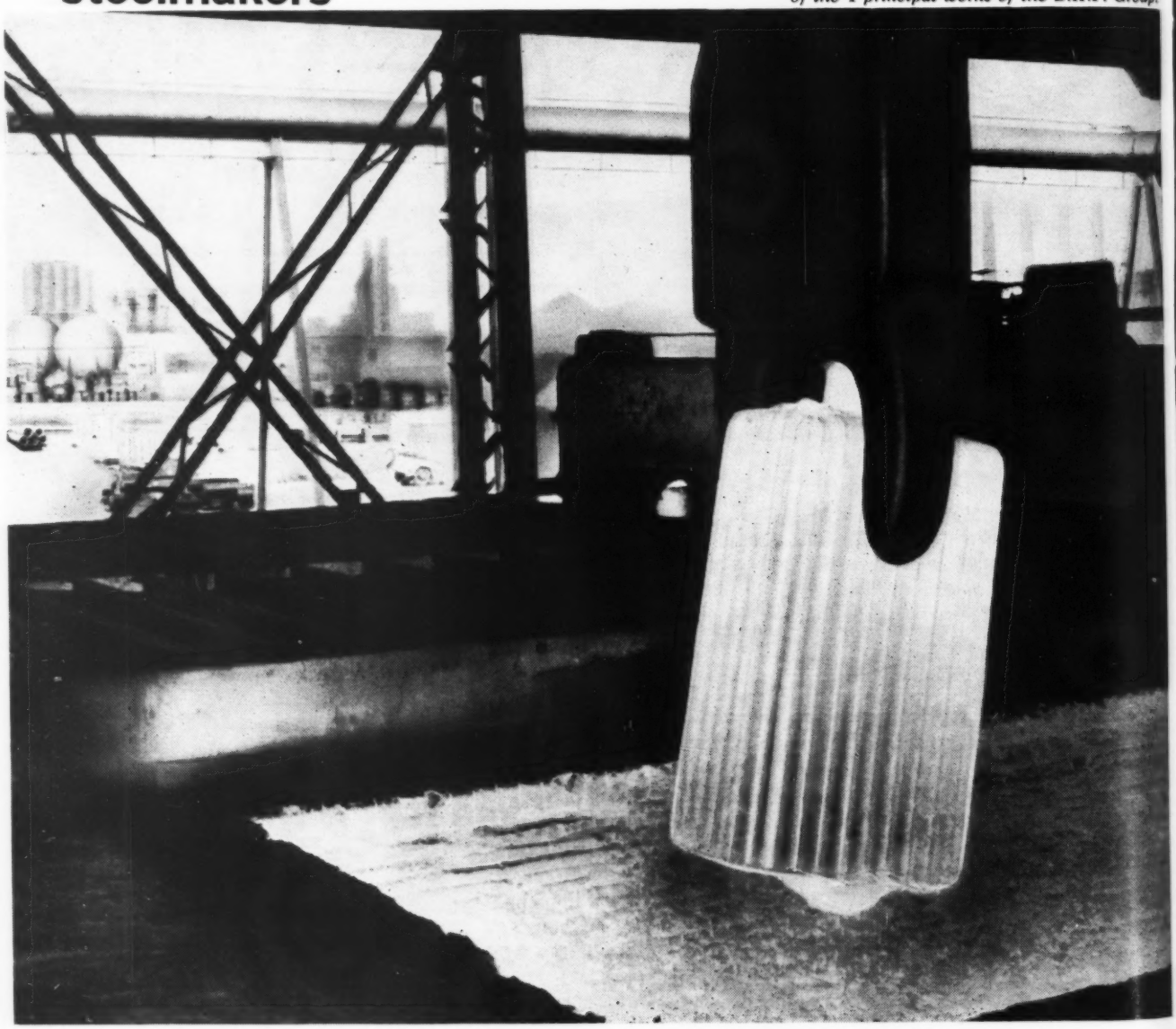

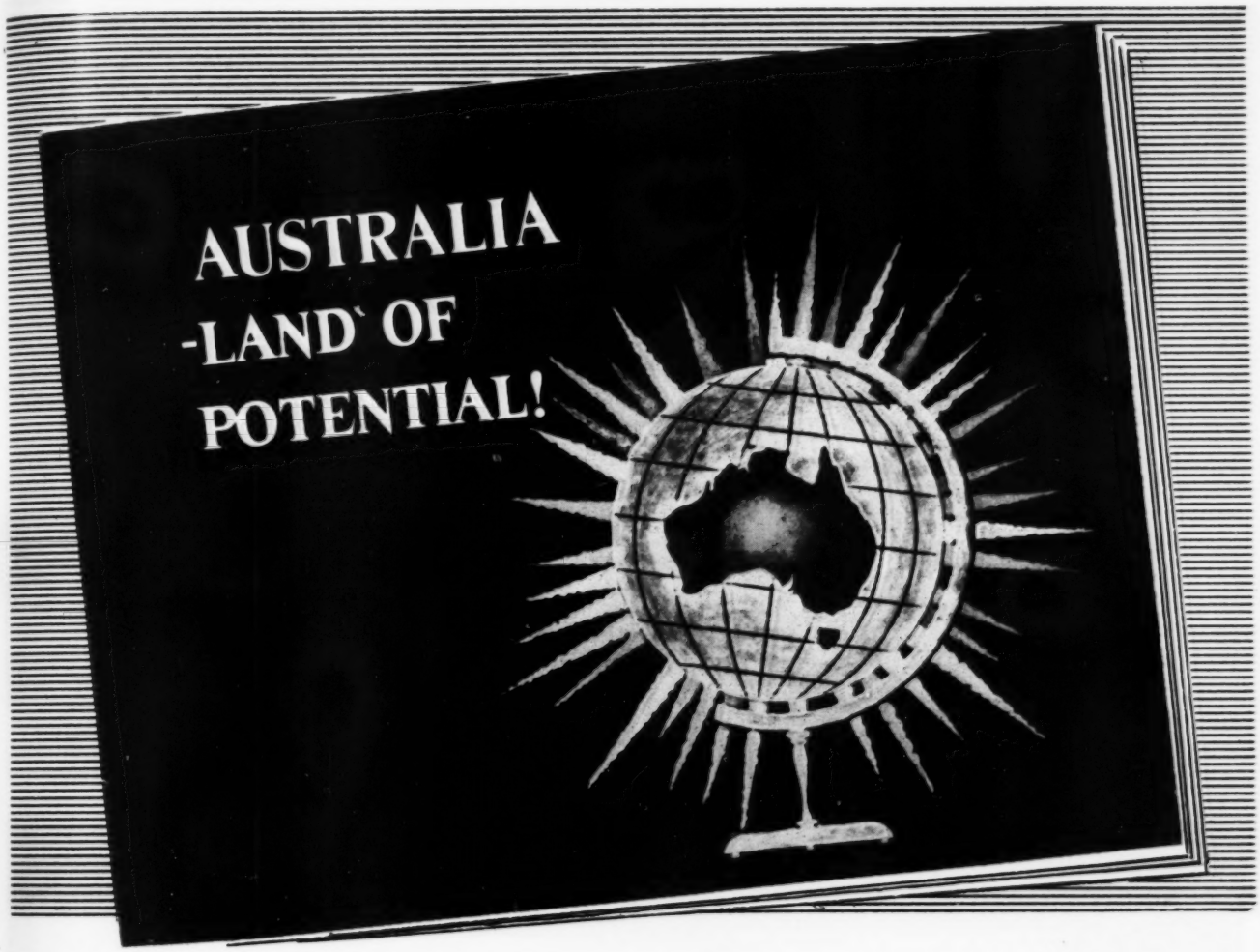

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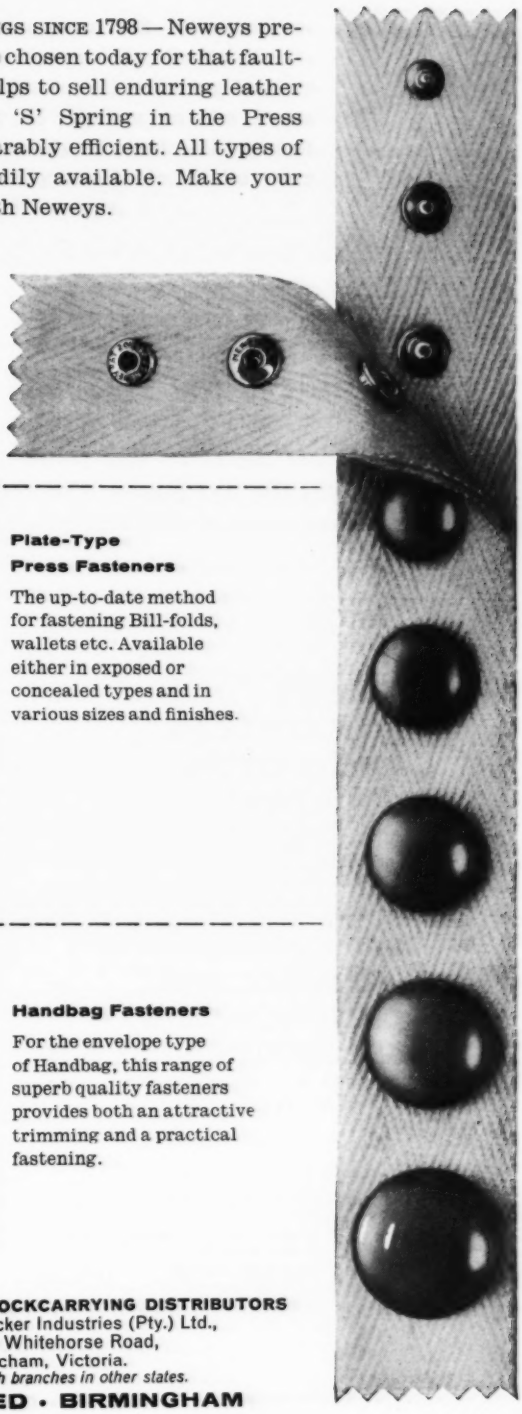

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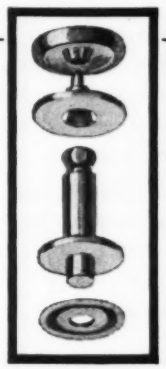

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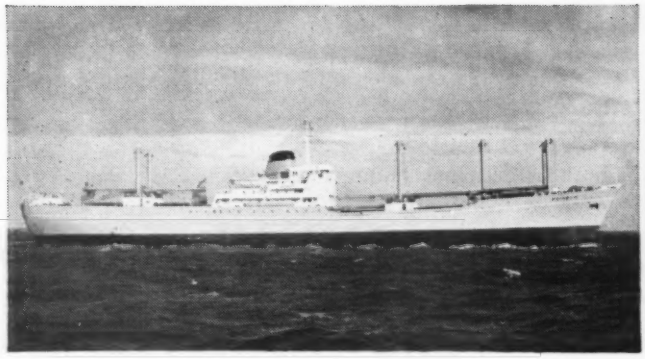

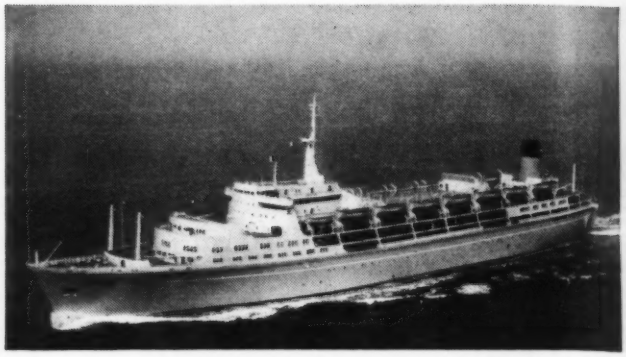

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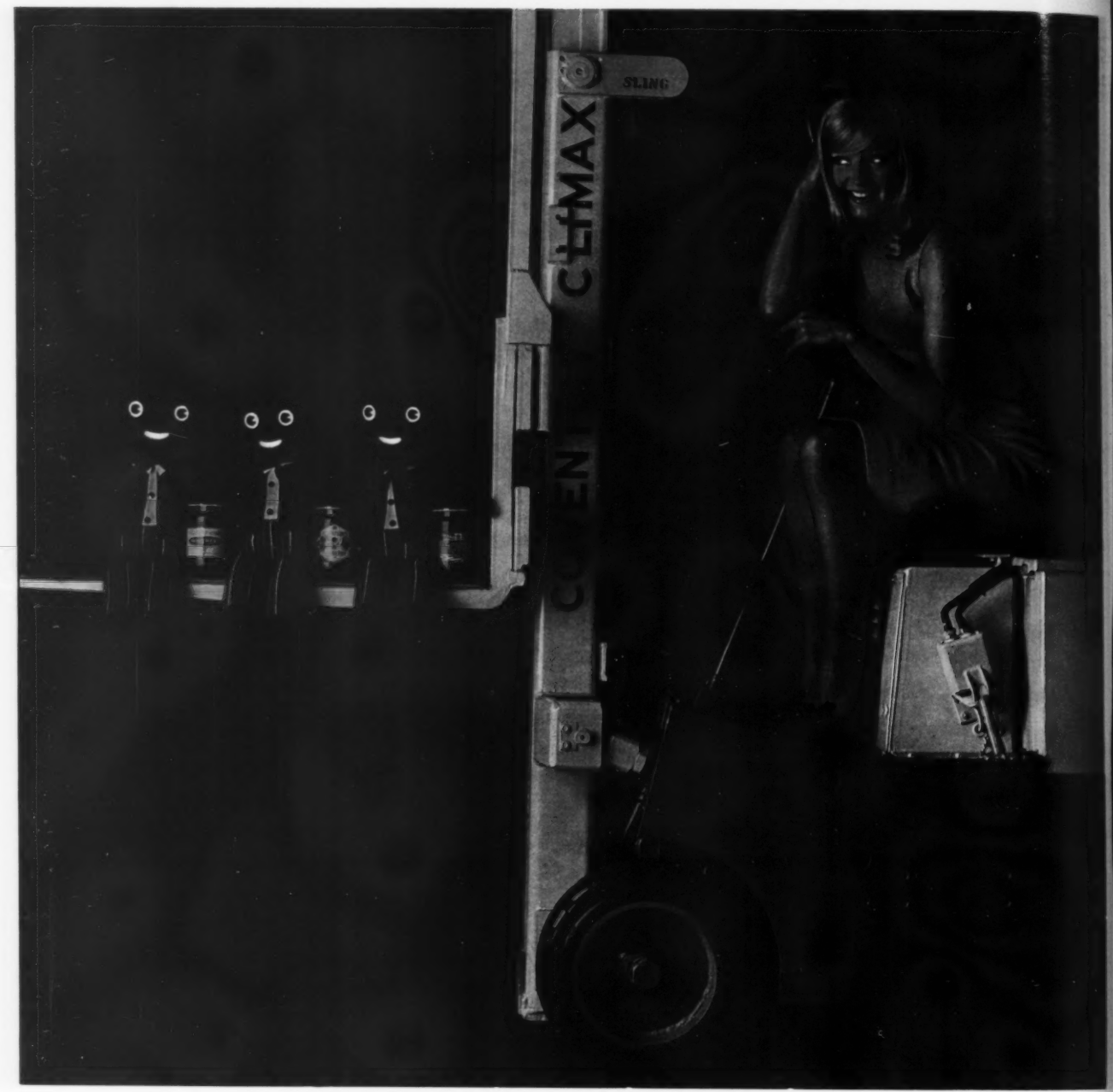

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